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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII

NEW YORK, JUNE 28, 1930

No. 26



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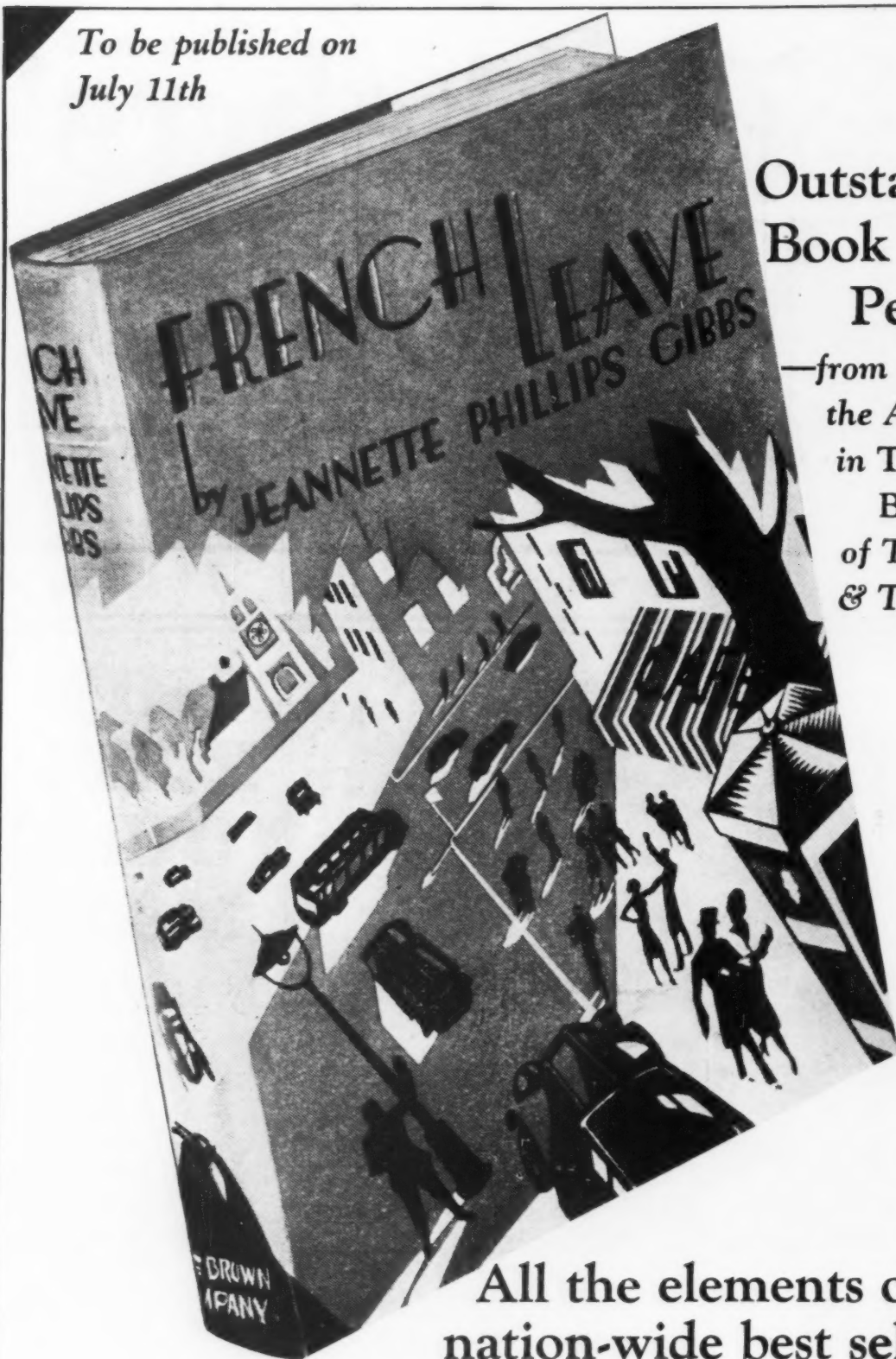


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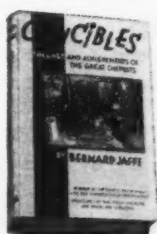


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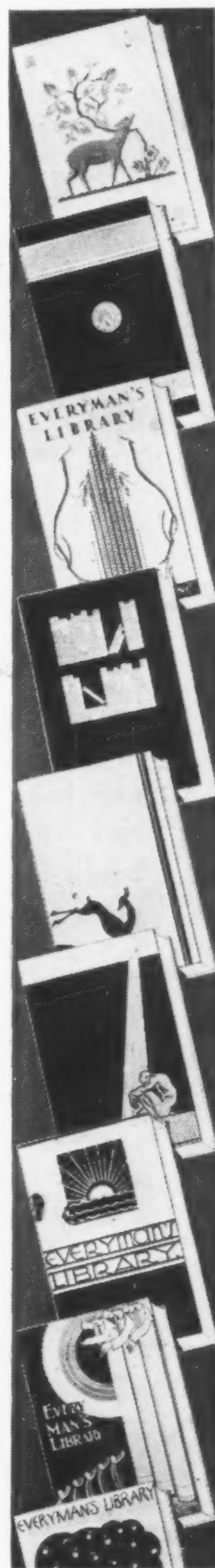
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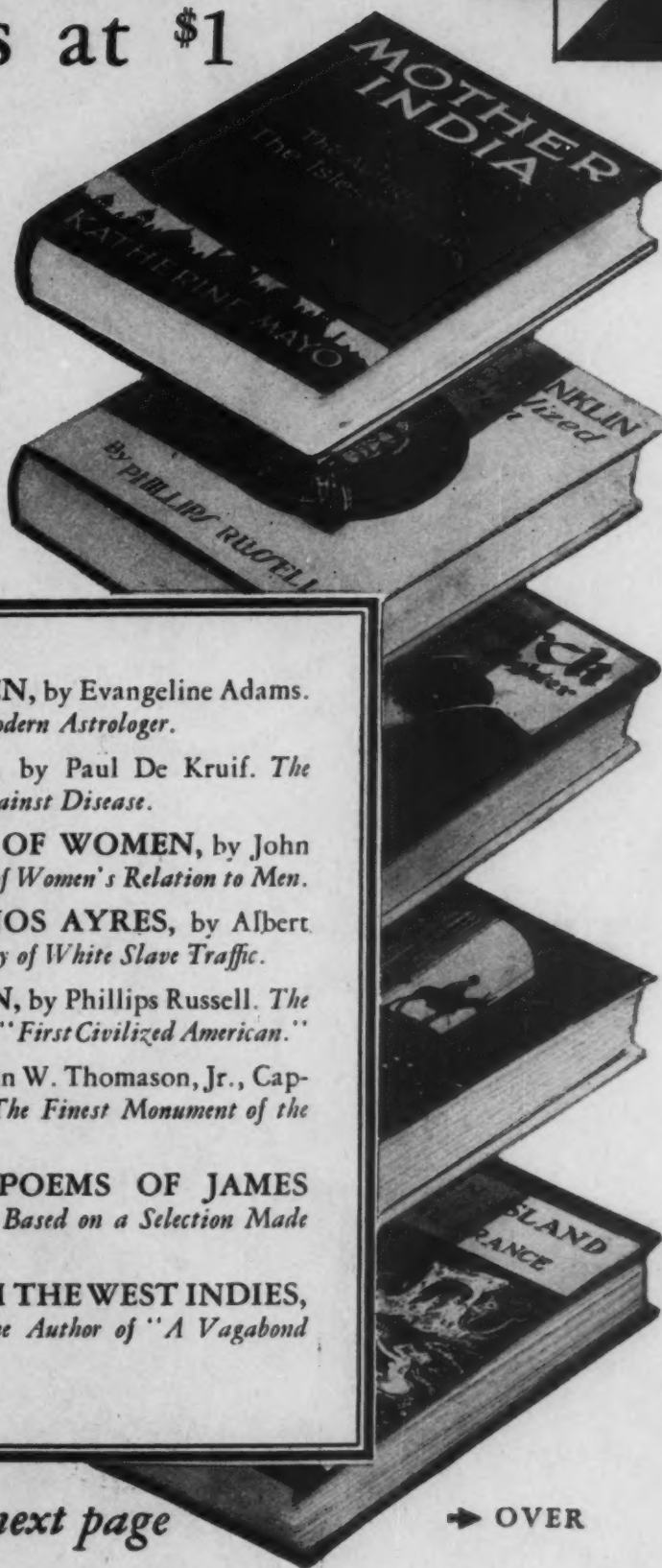
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15. ROAMING THROUGH THE WEST INDIES, by Harry A. Franck. *By the Author of "A Vagabond Journey Around the World."*

Future publications on next page

→ OVER

PUBLICATION LIST — CONTINUED

SEPTEMBER 17th

16. **BISMARCK**, by Emil Ludwig. *The Story of a Fighter by the Author of "Napoleon."*
17. **LIFE OF THE BEE**, by Maurice Maeterlinck. *The Great Masterpiece of Nature Life.*
18. **ADVENTURES IN ARABIA**, by W. B. Seabrook. *The Splendor, Mystery and Cruelty of Life in the Desert.*
19. **JOHN PAUL JONES**, by Phillips Russell. *A Romantic Story of America's Greatest Naval Hero.*
20. **HAPPINESS IN MARRIAGE**, by Margaret Sanger. *An Important Discourse of the Essential Facts About Sex Relationship.*
21. **THE RISE OF THE HOUSE OF ROTHSCHILD**, by Count Egon Caesar Corti. *The Founding of the Great Financial Dynasty.*
22. **EAST OF THE SUN AND WEST OF THE MOON**, by Theodore and Kermit Roosevelt. *The Discovery of*

New Game "On the Roof of the World"

23. **SAILING ALONE AROUND THE WORLD**, by Captain Joshua Slocum. *Adventure on the High Seas in a Thirty-Footer.*

OCTOBER 15th

24. **LIFE OF CHRIST**, by Giovanni Papini. *The Great Impassioned Masterpiece That Has Swept the Country.*
25. **PENGUIN ISLAND**, by Anatole France. *The Modern Classic of French Literature.*
26. **A BEACH COMBER IN THE ORIENT**, by Harry L. Fosberg. *Adventures in the Far East.*
27. **NAKED TRUTH**, by Clare Sheridan. *The Most Daring Woman in Europe Tells the Story of Her Life.*
28. **BLACK LAUGHTER**, by Llewelyn Powys. *A "Robinson Crusoe" of the African Continent.*
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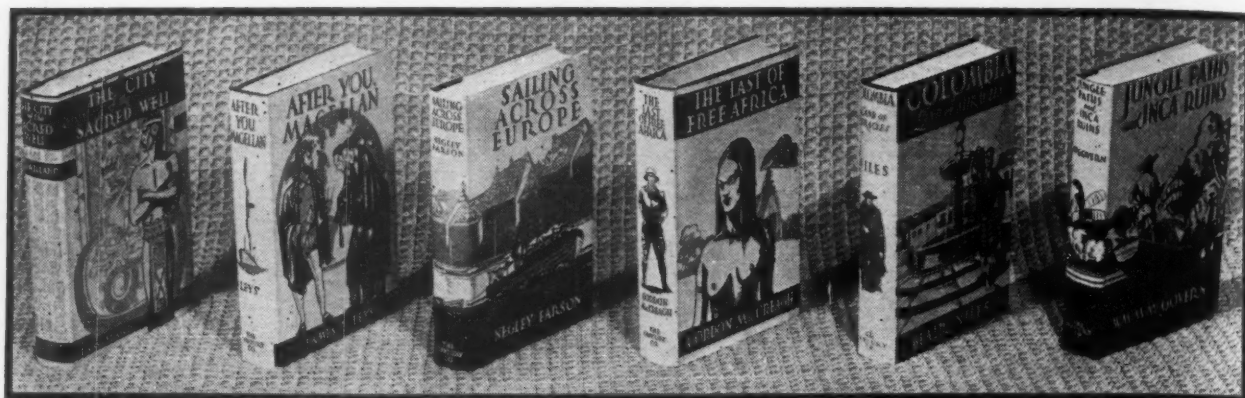
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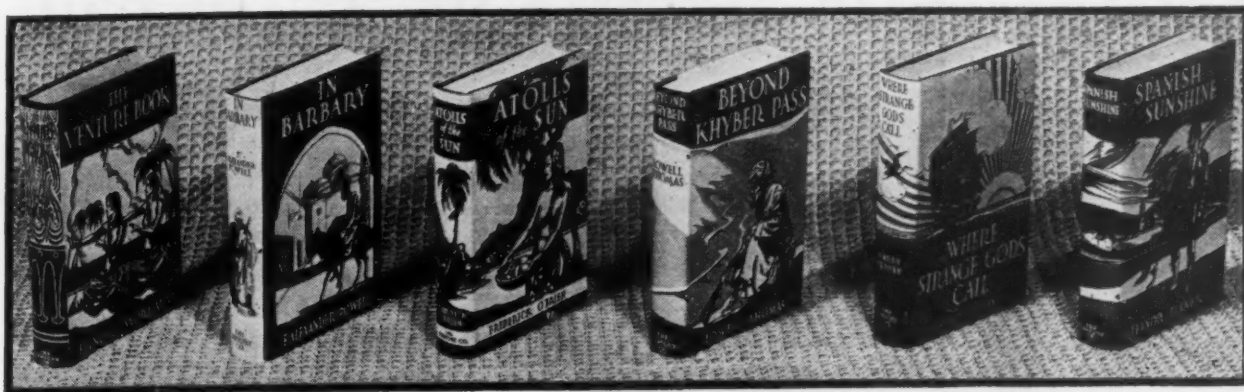
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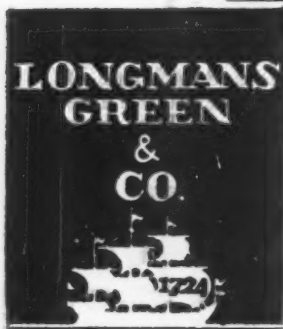
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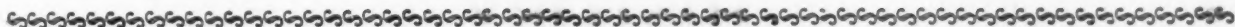


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June 27, 1930.

To the Trade:

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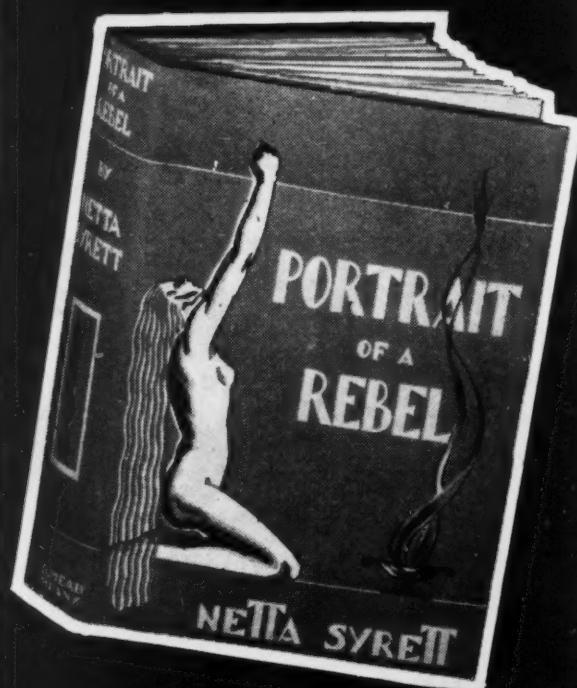
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 28, 1930

The Bookshop As a Salon

Robert Ulric Godsoe

of the Doubleday, Doran Bookshops, Inc.

MUCH cause for weeping and wailing is to be found in a situation, the existence of which has so insidiously come upon us that we have been, until recently, pleasantly unaware of its advent. To the trials of the earnest book-vender is added another tribulation. The slow demise of an old institution has taken place, leaving behind it one of those disparities a remedy for which, it is apparent, is difficult to find. We hesitate to use the word "intimate" since recently acquired connotations have somewhat garbled the original precision of the term. We have grown to think of the intimate as synonymous with the esoteric, "the pink tea and cake," the conspicuously Bohemian. But what a dissemblance we produce by thus reading into a respectable word meanings which our Mr. Webster would never have thought of listing!

The idea of the intimate bookshop has suffered, along with the little theater and the smaller art movements, from just this tampering with original word values. Partly as a consequence of this, along with other causes into which I propose conducting an earnest probe, not out of meddlesome curiosity but from the natural chagrin which one bookseller feels at the loss of something hitherto prized, the bookshop which was the happy gathering place of interesting people, has put on a mysterious disappearing act and we are finding in its stead the lively, flourishing, and, at the same time, artistically sterile store, direct competitor to the cut-rate drug store and the various other shops now merchan-

dising publishers' overstocks and reprints and fast encroaching on the regular book-trade. With the loss of all intimacy, with the management of the bookshop on a frankly and unconcealed commercial basis, with the removal of whatever cultural stimulus the bookseller once offered his public, the one weapon with which we were once fortified to combat the advances of the general store selling books has passed from our hands. The owner who proposes to conduct his shop along the old intimate lines is branded today amongst his colleagues as being impractical, "arty." If he chooses to develop a personal following that, for want of a better name, might be called a salon he is received with pleasant, patronizing nods, the knowing look and that behind-the-back brand of sympathy from the business associate who looks upon him as just one more business man gone wrong. The sympathy is misplaced since close observation of the problem reveals the fact that the so-called impractical bookseller, cherishing ideals about the bookshop as a cultural center, has possessed himself of the most salable of virtues. Along with his merchandise he is offering an appreciative public the one thing that the prospective buyer will not be able to secure in the shop whose commercial mechanism no one has taken the pains to conceal. Like the mouse-trap manufacturer in the forest fastnesses, he offers, in precisely that intimacy which his less analytical confreres condemn, an article which cannot be secured elsewhere.

Let the bookseller once permit himself

a few moments of introspective deliberation on the matter and he will tell you that if he were part of the public he confronts every day he would rather do his buying in that shop where he is certain to be advised by a sane, mature, well-informed salesman, a person who is ready to discuss with him his own unique cultural problems, as well as the literary and artistic questions of the day, than in that shop where the clerk is an order taker or a high pressure salesman, anxious to wrap his bundle for him and to return to the shop detail as soon as he is gone. Taking this obvious situation as a starting point it is easy to follow the thought through to the point where we are made to realize that the average bookseller himself, placing himself in the position of the book-buyer, would patronize that shop, the owner of which he has been condemning as impractical. It is in the intimate shop, where the clerk can always find time to chat, that the bookseller himself turned public would most willingly part with his money. All the world loves the affable tradesman, in whose shop is to be found the gentle admixture of polite service and the ruddy glow of conviviality. To these integral virtues of the tradesman the bookseller, in order to stamp a genial personality to his shop, must bring the acquisitive spirit of the student of arts with a wealth of information at his finger tips.

The appeal of the genuinely intimate bookshop is universal. Just as the thought of the old-fashioned general store, pot-bellied stove in the center and chairs arranged invitingly about, warms the heart of the genial soul, so does the idea of the bookshop in which one is free to indulge in literary gossip and the stimulating badinage of the artistic world. That bookshop which the youngest of us can remember seems to have disappeared from the American scene.

It is natural that the development of the book industry should have brought with it the enterprising retailer who attends with the utmost assiduity the matters of stock, cash register and personnel. It is also natural that this enterprising business man should have forgotten former usages and the honorable though slightly musty tradition of the intimate bookshop. But it is far from natural that he should dismiss the tradition without inquiring into the commercial advantages to be derived therefrom. This is precisely what he seems to have done. Intent upon the imitation of other trades in the mad rush toward prosperity, he has, it is apparent, overlooked the fact that his is a unique enterprise, totally unlike that of the butcher, the baker or the candlestick maker. Without noting the fact that to a unique type of business he must bring unique talents, he has gone merrily on his way, buying the

best available fixtures, hiring the most industrious staff and using what to his mind is the most efficacious advertising. It is precisely on this last point, that, it seems to the present writer, he has missed an effective and inexpensive opportunity the opportunity of drawing to his shop the consistent buyer, the genuine booklover, the literary amateur. Since it is safe to assume the hypothesis that the average booklover will patronize the shop where he can be sure of finding a genuinely artistic savor, it follows that the intimate bookshop is pos-



The Britannica Bookshop, New York City

sessed of an advertising medium of inestimable value.

It is also safe to assume that the average bookseller will acknowledge that he, aside from a financial consideration, would prefer working in the genial atmosphere of the personal shop to the business of spending his time in the hustle and bustle of the usual wide-awake store. With the predisposition toward literature that is to be found in the usual bookman comes a love of the cultural, but the bookman, confronted with the necessity of earning his daily bread has come to realize that he must sacrifice pleasure to business. Stoically he forsakes his desires before the onslaught of necessity without having, it would seem, inquired as to the possibility of rendering compatible with his business requisites the pursuit of a pleasurable "modus vivendi." Has he inquired into the aesthetic principle that any integral mannerism can be rendered valuable by proper manipulation, by the application of an appropriate technique? Does he, in other words, know that it is not only possible but entirely probable that the bookshop salon can be made into a paying and profitable proposition? Does he know that a host of bookbuyers are searching vainly about for the type of shop which he, with the mistaken idea that it "can't be done," has refused to run?

A modest experiment with the salon idea has proved to some extent that not only can it be done without promptly setting out post haste for the bankruptcy court but that it can be made to pay well. The shop under discussion is a popular, flourishing establishment, carefully constructed on intimate lines, the mecca of many an aspiring writer, the refuge of a goodly number of successful literateurs. As a consequence it is a favorite among casual bookbuyers who may be counted upon to frequent the abiding places of the great and the near great. It is not our business to inquire into the psychological bases out of which grow the verities of human conduct but, neglecting cause, it is entirely within our province, and by all means to our advantage, to observe effect. In the retail book game the effect of gathering into



In Weyhe's, New York City

your shop as many dilettantes and practitioners as possible is invariably the attraction of a public which is drawn always to that place from which emanates authority and prestige. Even the night-club has taken advantage of the principle by letting it be known that So-and-So, who is well-known as a Broadway playboy, is frequently to be seen at that table over in the corner. The illustrious draw the inquisitive and the ambitious. The shop in which Mr. Y., the author does his trading is very likely to draw not only Mr. Z., but "the man in the street" who suffers the all-too-human vice or virtue of entertaining a desire to hobnob with fame. There are those who will lament this human tendency, but surely there is not a serious business man who will not take advantage of the situation.

High pressure in the book game has had a short trial period and we are finding and acknowledging the fact that in such personal merchandising as selling books, it is not the most effective manner. The plus-sale idea has quickly become passé, not because, in essence, it is erroneous but because the bookman knows that the return customer is of more value to him than the transient, and that the surest way to secure the patronage of a potential customer is to show him that in this particular shop he is certain of finding one thing that cannot be duplicated elsewhere. This unique asset, the only charm that can be considered utterly individual to that one



Their Bookshop, Colorado Springs

shop is its personality. And that personality is the personality of the man behind the counter. The necessity for imposing his own personality, that attraction which is not to be duplicated elsewhere, upon his shop has slowly transformed the bookseller from a clerk into a host, and it is the duty of that host to impress upon his guest-customer the absolute individualism of the shop into which he has been invited.

We shall not attempt the impossibility of defining the word personality. It has about it an elusiveness that defies every attempt at analysis but we do not hesitate to discuss the various manifestations of personality that are to be found and utilized in the selling of books. And those manifestations of the ideal bookshop personality are a love of the arts, a desire to indulge in the stimulating pastime of literary shop talk, in the exchange of ideas, a willingness to turn one's attention to any topic of a cultural nature that may interest the customer, a preoccupation with life and manners, an eager curiosity as to the events of the day, and a keen appreciation of the art of the past. These external manifestations of inner concerns, combined with a ready geniality and a tolerance of contrasting opinions, as well as with poise and assurance, go to make up the ideal bookshop personality, the "host" type of bookseller who will not find it difficult to draw about him an ever-growing circle of people, the value of whose patronage it is impossible to over-

look. Once let it be known that in a certain shop such a personality, with the concurrent stimulus it is bound to bring to its patrons, is to be found, that shop will find itself possessed of a salon whether or not it is coordinate with the policies of the proprietor. The wise business man, confronted to his surprise with the fact that such an intimacy has grown up in his place of business will turn the accident to the best possible advantage. But, wise or not, the business man can not

but be prejudiced against the intimate idea since recent history of the industry records many bookshop bankruptcies, the responsibility for which has been traced to artistic ideas on the part of the owner.

Such failures are unavoidable and easily predictable. No matter how ardent the advocate of the intimate shop, it is not difficult to wring from him the admission that most of these failures are amongst those shops that have earnestly gone about, from the beginning, building up an attractive salon. We are all familiar with the type. The small capital shop with attractive, artistic fittings, prints on the wall, batik curtains, and quill pens, run by an enthusiastic amateur with a small income and a life-long ambition to run a cosy little bookshop and for the patronage of which she is largely dependent on a limited circle of cultured friends who have promised her that they will do all their buying at her place. Occasionally such enterprises meet with moderate success but they are more often of limited duration or if successful fall into the hands of more business-like proprietors and are immediately subjected to drastic changes of policy. The casual observer immediately chalks up one more defeat for the salon idea and thinks no more of the matter. As a matter of fact the salon is no more responsible for the failure than is the high cost of undertaking. Explanation of the mishap can be found only by a careful analysis of the character of the owner and an inquiry into

the amount of preparation with which she had fortified herself before throwing herself into the venture. A love of books and a polite regard for social niceties are, of course, inadequate virtues with which to enter upon the serious and difficult art of selling books. The person proposing to open this type of shop must be made to realize that his salon is a problem in dynamics, that it must brew its own energies, that it cannot expect to receive aid from external sources. The proprietor finds it necessary to display his own personal attributes as convincingly as possible but always with pleasant modesty, a nice problem in ethics for the philosophically bent. To the fostering of his salon he must bring distinct advertising talents, he must know how to attract and retain the curiosity of his public. Repugnant as may be to him the entirely human vice of hero-worship he must know how to spread the word that So-and-So, a noted author whose book is just now on the stands, is a frequent caller at his shop, he must make certain that news of the informal discussions of the philosophically, artistically, literarily or musically inclined which are apt at any moment to burst upon the attention of the unsuspecting customer spreads itself insidiously, as it were, by word of mouth, (after all the most potent advertising medium so far discovered) into those circles where it is most likely to arouse interest. He must be possessed of the natural ability for drawing "outsiders," casual customers, into the general conversation of the frequent callers, the members of his inner circle.

Playing host, he must make certain that customers with similar interests are thrown together. As often as not the casual bookbuyer who has found some agreeable soul, another customer, who entertains interests similar to his own and who has been informed through subtle conversational devices on the part of the proprietor that this newly-found kindred soul is a frequent caller, will return again to that shop, if not because he has been attracted by the

personality of his host, at any rate because he feels certain of finding someone with whom conversation will be welcome, pleasant and sympathetic. In this way, and at this point we come to the "salon's" most effective bid for success; the bookshop owner draws, carefully and systematically upon the talents of a large group of others, his customers, with or without their permission, but more likely with, in the merchandising of his wares. The number of books sold by customers in the intimate shop, where conversation flows freely and chance acquaintanceships are sponsored by an adroit host, would surprise the cynically minded amongst less deliberating sellers.

The theory in dynamics which we have mentioned is that which advances the point that an organism can grow from an integral center, feeding itself and expanding concentrically. This is appropriately applied to the bookshop salon. The salon, retaining as its natural center from which flows its natural cultural stimulus, carefully nurturing the first and nearest component parts (the first group of intimates with which he has been able to surround



A corner of the Channel Bookshop, New York City

himself) the host proprietor in the form of a man or woman bountifully possessed of those virtues delineated above, should find itself well-fortified for its attack on more remote prospects. Thus far, in our suppositions we tread only on familiar ground. At this point, however, we recommend a strict reliance on the tried and true methods of the less imaginative competitor. Before an unsuspecting bystander can be made aware of the personality that lurks behind the display window he must be drawn into the shop. The effective window display, is, of course, the soundest medium by which to perform this important seduction. Once the gaping neutral has been induced within the shop, as I have said before, it is the duty of the adroit host to work his miracles on the customer's attention, using, if necessary, the recognized forms for drawing from him remarks which will enable the bookseller to categorize him in one of the numerous sets which form his salon.

Like the salon in the home, the commercial salon, in order that success may be stamped upon it, will require the perpetual attention, the unflagging interest of its sponsor. The man possessed of those qualities mentioned before should find it comparatively easy to see that conversation among his disciples shall never be permitted to fall into the disastrous ruts of stagnation which can so easily befall it. By keeping alive his own interests in new and attractive tendencies in the world of ideas he should be able to keep awake the interests of his clients. The idea, co-operative in essence, springs, it is apparent, from dynamic principle the center of which is the bookseller, a man naturally endowed with the peculiar talents necessary to the fostering of such a project.

The perverse bookvender is already grimacing with good-natured obstinacy. "But how," he is going to ask, "am I to find time for such exacting procedure when I have my regular shop routine to look after?" And justly may he ask. Suffice it to say that it has been done. We point with pride to the example of Sylvia Beach whose shop in Paris is attracting world-wide comment. Here, perhaps, is the most outstanding example of what ends can be attained by the person who is naturally equipped with the qualities of good host and keen commercial genius. Miss Beach,

the traditional American in Paris, starting modestly but earnestly, cherishing no illusions about the patronage to be expected from a sincere but limited personal following, has succeeded in manufacturing through her own efforts a following for her shop out of the diverse materials that came her way. Slowly but stubbornly she managed to draw into her shop a comparatively small group of the cultured people. This small group, originally attracted by the power of a unique but dominant personality and once secured, held captive by the shrewdly displayed talents of a delightful hostess and a good businesswoman, through effective word-of-mouth advertising, fostered with determination and a certain studied modesty, soon found itself attracting newcomers who would rather spend an evening in a genial bookshop than at the theater. Now Miss Beach is a publisher, the sponsor of one of the outstanding literary phenomena of our time, James Joyce, who has been since the beginning, one of the "intimates" and already she is entrenched as an arresting international character, a woman of genius and a level-headed business technician.

Miss Beach must be held up as the distinct compromise type of bookseller. Unlike the unfortunate lady of literary inclinations from Oscaloosa, and unlike the died-in-the-wool, strictly unimaginative business man who regards the selling of books as a vocation to which he needs bring only the tried and true methods by which the green grocer reduces his stock, she has been willing to find a compromise path between the two. Running what is perhaps the most famous intimate shop in the world she nevertheless manages to keep a strict watch over inventory, receipts, the hazardous business of buying and display, the successful eclipse of all competitors. But she has, and perhaps this is the point above all which should be stressed, with consummate skill concealed the commercial mechanism from the eyes of her public. That is the point around which the entire discussion of such a project must revolve. It is the contention of this earnest advocate that someone will open an ambitious bookstore, preferably in a metropolitan area, on strictly intimate lines, foster the growth of its salon with the same calm assiduity which Miss Beach has brought to her work.

Buy, sell, handle personnel and advertising with the same acumen as that displayed by our most mercantile bookmen, and yet, throughout the process manage to conceal from the public every semblance of mechanical process. That shop will be a bomb-shell bursting in the laps of the literary lady who has always wanted to own a bookshop and the cynical gentleman who maintains that books are groceries.

Since we have felt safe to assume that the idea of the intimate shop appeals, probably because, despite a few callous opponents, camaraderie is a universally prized boon, and since we have made the statement that at all times the proprietor of such a shop will, if he is wise, keep his eye on the dollar mark, but not too conspicuously, it remains to convince the skeptical that the lion and the lamb may be made to lie down together. A few examples of the manner in which the workings of the salon may bring appreciable influence to bear on the pleasant patter of the cash register will not be amiss. The one careful experiment mentioned before has sufficed to prove various previously dubious points. Customers, given an opportunity to talk to customers, will sell books. We have all observed, often with chagrin, how much more readily the man to whom we have been trying to sell the latest novel will take the word of another customer who has interjected a few remarks than he will ours. This is natural since the prospective buyer, despite the fact that he has asked our sincere opinion, knows that we can only be expected to sell him the book. He, on the other hand, feels that a disinterested bystander has nothing to gain by misleading him. The shop possessed of a devoted following of daily callers has many helpful unpaid clerks whose services, if properly supervised by a wisely silent or mildly conversational host, can be used to good advantage. Secondly, the fact must be considered that the intimate who is in the habit of making an occasional social call at the shop, when he is ready to buy, will by no means go elsewhere. Examples of treachery of that sort are, after all, rare. Thirdly, by getting really acquainted with his customers, through entirely social conversation, the clerk cannot help but know at each publication date to which of his patrons the title is apt to appeal.

Notes can always be made to remind Mr. So-and-So of a forthcoming book which the clerk expects will interest him. Mr. So-and-So may even be phoned at his office or notified by card that "we are reserving for your attention a copy of" The results are quite often astounding. But there is no cause for astonishment. Mr. So-and-So has been rendered a distinct personal service and if, as is often the case, he is not interested in the particular title which has been called to his attention, he nevertheless cannot fail to appreciate the personal interest which his bookseller has manifested in his tastes. Then, too, we must include among the advantages which the salon idea offers its enterprising owner the potency of that controversialism which he cannot help but foster, indeed which he would find it difficult to check, the pleasant controversialism which is bound to spring up where ever human beings find a gathering place. Controversy, exchange of ideas, is a healthy influence which brings blood to the cheeks and, if adroitly handled, so as to inveigle the attention of otherwise casual onlookers, coppers to the till. And lastly comes the point which we feel cannot be overemphasized. The man who makes the statement that a crowded shop chases away prospective buyers is making less than half a statement of the truth of the case. Prosperity draws prosperity. The busy shop draws more business. For every customer who runs away from the shop into which he has peaked and which he has found to be a little too crowded for his personal tastes, two who want to know why the crowd has been attracted to this particular spot will set aside their fastidiousness to mingle with the many. The oldest business axiom in the world could have tersely advised us on this score. The man who simulates prosperity cannot but draw to him that prosperity which he has been pretending.

The skeptics will continue to knit their brows and look askance. Nice ladies will come each year from Oscaloosa to open cosy bookshops, the commercially minded will choose between groceries and books as their means of livelihood, but one of these days a Sylvia Beach will thrust herself into our disgruntled ranks and prove better than can earnest articles by booksellers with experimental ideas that it can be done.

Books on National Parks

C. Edward Graves

Librarian, Humboldt State Teachers College, Arcata, Calif.

DURING the last few years of greatly increased popularity of European travel, booksellers have not been slow to tie in with travel agencies in stimulating the sale of travel books about distant countries. There is a big field of this kind nearer home that has perhaps not received the attention that it deserves. Every summer hundreds of thousands of people who are attracted more by the charm of our own outstandingly beautiful mountain scenery than by the exotic appeal of Parisian boulevards or medieval cathedrals start the great westward trek that carries them through several of our national parks. The remarkable increase in this travel during the last few years is reflected in the output of literature on the subject. The figures for 1929 show that 2,680,597 people visited the various parks during that year. The statistics vary all the way from 461,257 visitors in Yosemite and 274,408 in Rocky Mountain National Park down to 1038 in far away Mt. McKinley, North America's highest mountain. Not so many years ago these people would have gone to a hotel or camp, exclaimed over the waterfalls or geysers or lakes or canyons, and after a hearty meal and a game of bridge would have gone on to the next place. With the development of the educational work in the National Park Service, including the establishment of museums and libraries and the organization of nature guide service, a different interest is being manifested. People now stop to study more carefully the various manifestations of nature found in the various parks. The trees and flowers and birds and rocks come in for their fair share of interest and the animals fairly force themselves on

the attention of tourists, especially the bears who are showing their intelligence and adaptability by holding up cars begging for food. The nature guides, trained to help people to an acquaintance with these subjects, are not only stimulating an increased scientific interest but are actually helping to lengthen the time of the average sojourn in each park. In 1929 there were approximately ninety park naturalists and ranger naturalists and volunteer workers in educational work in the national parks of the country and probably five more will be added to this total for the season of 1930. Ten years ago this work had barely been started. In eight of the national parks, Crater Lake, Glacier, Grand Canyon, Mount Rainier, Rocky Mountain, Yellowstone, Yosemite and Zion (including Bryce Canyon) the educational staff issues a monthly popular publication, *Nature Notes*, which gives seasonal information about matters of interest to nature students. Copies of these bulletins may be obtained from the superintendents.

In order to profit to the utmost from a tour of the parks visitors should read, either in advance or after returning (there is seldom time for much reading during the trip) some of the various books about the parks or about the various types of wild life to be found in them. With the view of helping booksellers to feature these books at appropriate times of year a list of the more important books is herewith appended. Only those books issued by well-known publishers are mentioned. There are in addition thousands of government and society publications and privately printed books.

Books on All, or More Than One, of the National Parks

- Albright, Horace M. and Taylor, Frank J. "Oh, Ranger! a Book about the National Parks." \$2.50. 1928. Stanford University Press. Information about the life of the rangers and the natural history of the various parks.
Eaton, Walter Pritchard. "Skyline Camps." \$2.50. 1922. Wilde. An inter-

esting account of wanderings in the western mountains, including Crater Lake and Glacier National Park.

Fry, Walter, and White, John R. "Big Trees." \$2. 1930. Stanford. An authoritative account of the sequoias or "big trees" in Yosemite, General Grant and Sequoia National Parks.

Jeffers, LeRoy. "The Call of the Mountains." \$5. 1922. Dodd, Mead. Chapters on Yosemite, Glacier, Yellowstone, Mesa Verde, Mt. Rainier, Grand Teton and Grand Canyon National Parks.

King, Clarence. "Mountaineering in the Sierra Nevada." \$2.50. 1902. Scribner. A classic of mountaineering literature by the first director of the U. S. Geological Survey. Covers territory now included in Yosemite, General Grant and Sequoia National Parks.

Mills, Enos A. "Your National Parks." \$3. 1917. Houghton Mifflin. Detailed information by an authority on the mountains and nature.

Muir, John. "The Mountains of California." \$3.50. New ed. 1911. Century. One of Muir's masterpieces. Covers all the California parks.

Muir, John. "Our National Parks." \$3.50; \$4. 1901. Houghton Mifflin. Covers Yellowstone, Yosemite, Sequoia and General Grant National Parks.

Quinn, Vernon. "Beautiful America." \$4. 1923. Stokes. A popular beautifully illustrated account of the most famous beauty spots of America, including Yosemite, Yellowstone, Mesa Verde, Mt. Rainier, Sequoia and General Grant, Crater Lake and Grand Canyon National Parks.

Yard, Robert Sterling. "Book of the National Parks." \$3. New rev. ed. 1926. Scribner. Author is secretary of National Parks Ass'n.

Books on the Individual National Parks

Crater Lake

Eaton, Walter Pritchard. "Boy Scouts at Crater Lake." \$1.75. 1922. Wilde.

Glacier

Eaton, Walter Pritchard. "Boy Scouts in Glacier Park." \$1.75. 1918. Wilde.

Graham, Stephen. "Tramping with a Poet in the Rockies." \$2.50. 1922. Appleton. Through Glacier National Park in company with Vachel Lindsay.

Laut, Agnes C. "Enchanted Trails of Glacier Park." \$3. 1926. McBride.

Rinehart, Mary Roberts. "Tenting To-night; a chronicle of sport and adventure in Glacier Park and the Cascade Mountains." \$2. 1918. Houghton Mifflin.

Schultz, James Willard. "Blackfeet Tales of Glacier National Park." \$3. 1916. Houghton Mifflin.

Schultz, James Willard. "Signposts of Adventure; Glacier National Park as the Indians know it." \$3. 1926. Houghton Mifflin.

Grand Canyon

Dellenbaugh, Frederick S. "Canyon Voyage; the narrative of the second Powell expedition down the Green-Colorado River from Wyoming." \$4. 1926. Yale University Press.

Dellenbaugh, Frederick S. "Romance of the Colorado River; the story of its discovery in 1540, with an account of its later explorations, and with special reference to the voyages of Powell through the line of the great canyons." 3rd ed. \$5. 1909. Putnam.

Freeman, Lewis R. "Colorado River, Yesterday, To-day and To-morrow." \$5. 1923. Dodd Mead.

James, George Wharton. "Grand Canyon of Arizona; how to see it." Rev. ed. \$2.50. 1912. Little, Brown.

James, George Wharton. "In and around the Grand Canyon." \$5. 1900. Little Brown.

Kolb, Ellsworth L. "Through the Grand Canyon from Wyoming to Mexico." \$5. 1920. Macmillan.

Morrow, Honoré Willsie. "Enchanted Canyon." \$2. 1921. Morrow. A novel in which the Grand Canyon plays an important part.

Powell, John Wesley. "First Through the Grand Canyon; being the record of the pioneer exploration of the Colorado River in 1869-70." \$2. Macmillan.

Tillotson, M. R. and Taylor, F. J. "Grand Canyon Country; foreword by Horace M. Albright." \$2. 1929. Stanford University Press. Authoritative, interesting, up-to-date.

Van Dyke, John C. "Grand Canyon of the Colorado; recurrent studies in impressions and appearances." \$2.50. 1920. Scribner.

Mesa Verde

Nusbaum, Deric. "Deric in Mesa Verde." \$1.75. 1926. Putnam. A story of the adventures of a young boy in the park.

Mount McKinley

Stuck, Hudson. "The Ascent of Denali (Mt. McKinley)." \$2.50. 1914. Scribner. A narrative of the only expedition ever to reach the top of America's highest mountain.

Sheldon, Charles. "The Wilderness of Denali." Scribner. 1930. \$6. Explorations of a hunter naturalist in northern Alaska.

Mount Rainier

Schmoe, F. W. "Our Greatest Mountain; a handbook for Mt. Rainier National Park." \$3. 1925. Putnam.

Rocky Mountain

Cheley, Frank Hobart. "Boy Riders of the Rockies; or, camping on top of the world." \$2. 1928. Wilde.

Clements, Frederick Edward, and Clements, Edith Gertrude. "Rocky Mountain Flowers; an Illustrated Guide for Plant-lovers and Plant-users." 3rd ed. \$3.50 1928. H. W. Wilson.

Longyear, Burton O. "Trees and Shrubs of the Rocky Mountain Region." \$3.50. 1927. Putnam.

Mills, Enos A. "The Rocky Mountain National Park." \$2.50. 1924. Doubleday.

Mills, Enos A. "Rocky Mountain Wonderland." \$2.50. 1915. Houghton Mifflin. Practically all of Mill's books deal with the region of the Rocky Mountain National Park. Most of them are published by Doubleday or Houghton Mifflin. Mills was a pioneer nature guide and inn keeper in the Colorado Rockies and his books are authoritative and have considerable literary value.

Yellowstone

Chittenden, Hiram M. "The Yellowstone National Park; historical and descriptive." New and enl. ed. rev. \$2.50. 1927. J. E. Haynes.

Freeman, Lewis R. "Down the Yellowstone." \$3.50. 1922. Dodd, Mead.

Seton, Ernest Thompson. "Wild Animals at Home." \$2. 1913. Doubleday. Personal adventures in studying wild animals, especially in Yellowstone National Park.

Skinner, M. P. "Bears in the Yellowstone." \$2.50. 1925. McClurg.

Skinner, M. P. "The Yellowstone Nature Book." \$2.50. 1924. McClurg. Mr. Skinner was Park Naturalist at Yellowstone when these books were written.

Smith, Wallace. "On the Trail in Yellowstone." \$1.50. 1924. Putnam.

Yosemite

Chase, Joseph Smeaton. "Yosemite Trails." \$4. 1911. Houghton Mifflin. An entertaining account, with considerable literary value, of experiences of the author in the Yosemite region.

Hall, Ansel F. compiler. "Handbook of Yosemite National Park." \$2.50. 1921. Putnam. Articles by authorities on various features of the park.

Muir, John. "My First Summer in the Sierra." \$3.50. 1911. Houghton Mifflin. Devoted almost entirely to Yosemite. A masterpiece of literature.

Muir, John. "The Yosemite." \$3.50. 1912. Century. Anything by Muir is authoritative and has literary value.

Grand Teton National Park

Burt, Struthers. "Diary of a Dude Wrangler." \$3. 1924. Scribner.

Cloistered Bookselling

Ruth Brown Park

*Norah Thomson and the Book Department of
T. Eaton and Co., Toronto*

AS you go into the book department of Eaton's Department Store, Toronto, and linger about the great piles of Reprints, Annuals and Series, which stand at the gusty mouth of the swivel front doors of the store you see a Gothic doorway, about fifty yards to the right. Certainly, a chapel must adjoin Eaton's—perhaps, with pews and hassocks in it, on which to rest. Beautifully executed leaded glass windows can be seen through this arch. Any minute the restful notes of an organ ought to issue from this cloistered seclusion. One, at least, would go in to meditate. One would break away from stacks of trade books and sit, instead, among narrow prayer books.

That's what *we* thought, but Norah Thomson had thought differently when she conceived this "chapel."

For when you have passed under the Tudor Archway, you see not oaken pews and plush hassocks, but one of the largest stocks of fine books you have ever noted in the same amount of space. The rarer volumes of this group are concealed behind leaded panes; the less valuable are exposed on open shelves, recessed in panelling.

There are, also, handsome oak tables arranged with tempting booky material, and a desk at which one may consult an expert book advisor. Norah Thomson, this book advisor, is a striking woman, whose charmingly modulated voice, issuing



Photo by the Eaton Studio, Toronto

The Book Department in Eaton's Department Store

book opinions, indicates that she is the book arbiter away from her post. However, so delightful is her manner, she might be a hostess in a Tudor drawing room, instead of a paid literary advisor. Her gracious, intelligent replies to each person as he or she accosts her, lead one to remember great, historical hostesses of the past.

Norah Thomson, as a girl, had the courage to toss off lightly conventional society, and go into library work in so small and unsocial a place as Sault St. Marie. There, her thorough work secured her a call to the Library at the University of Toronto. Distinguishing herself there, Eaton's sent for her, wishing to capitalize her affinity for books, to the betterment of their store's book department.

Thus, the cloistered room emerged through her old friends at the University—artists, journalists, scientists, and other scholars flocked to her book room for advice. People from outlying Canada came to rely on her. Departments in every branch of literature were developed and increased, through these reciprocal contacts. For instance, Eaton's is now noted for its French Department of Literature. There is no store in the Do-

minion with a better reputation in that branch. Then, too, Eaton's excels in its rare and fine bindings—not to forget its "firsts." Each year, quietly, Miss Thomson turns up, both in London and New York, to capture prizes from the publishers and to return with them to her Toronto enthusiasts. These *are* prizes, for Miss Thomson knows prizes when she sees them. Years of study have made her cognizant of the best in book buying. She knows the beautiful. Her love of printing, alone, has led her to believe that someday she, too, will enter the publishing world, along with those other skilled Canadian bookmakers, about whom her pen has written so deftly. Certainly in this field, her own taste and her sense of public taste should carry her far.

When one sees her standing among her eager patrons, serving them graciously, quietly, and intelligently, one is led to the conclusion that bookselling is an art based on sure social instinct and stern knowledge of book facts. The two go hand in hand.

Norah Thomson possesses them both to a great degree. Too bad she cannot start a school of bookselling on the borderland between the two countries! Old and young alike might profitably attend!

Philadelphia Booktrade News

Joseph E. Molloy

of the Philadelphia Inquirer

THE now historic announcement of May 22nd, regarding price-cuts in books by several New York houses would seem to have found an exceedingly unsympathetic, if tolerant, audience in local book people. Nowhere is there any excitement, nowhere any cheering, nor, for that matter, any hissing, cat-calls or strong language. The publishers are singularly unanimous in their opposition. The J. B. Lippincott Company was among the first to announce its disapproval of the project and to assure the trade that no change in its present price structure was contemplated. Of similar content was the state-

ment issued by the Macrae, Smith Co., describing the movement as suicide for its advocates and deploring the harmful effect it must have on the trade generally. No less hostile was the Penn Publishing Co., which referred to the announcement from New York as the "recent explosion" and stressed its inability to perceive either the wisdom or the necessity for such drastic action.

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The booksellers, if not exactly unanimous, are more or less skeptical about the benefits to be derived from a change of this nature. Some, such as C. Philip Boyer,

were more amused than concerned, and refused to take the move seriously. The majority agreed with Howard M. Jacobs, of Jacobs' Book Store, in believing that the announcement is certain to prove a disturbing factor in the trade for some months, and eventually a boomerang. Harold Mason, of the Centaur Book Shop, cannot see how anyone can think that mass reading or buying of books must necessarily follow mass production. The only dealer to discuss the possible benefits of such a plan was Glenn Clark, of the Brentano store, who sees dollar books making better salesmen of everybody, including himself, and who predicts more intelligent buying by store managers if the dollar book idea becomes universal.



A special sale of importance to Americana collectors was that held by the "Old Book Store" of Gimbel's, starting May 31st. The sale consisted of books from the Ardmore collection of Newman F. McGirr, who has for some time conducted shops in both Philadelphia and Ardmore, and who is abandoning his address in the latter place. Needless to say Philadelphia bookmen turned out en masse for this important event.



Of interest to dealers mapping out their fall sales programs is the announcement by the Philadelphia Forum of its list of speakers for the 1930-1931 season. Back again after an absence of ten years is Gilbert K. Chesterton. Other celebrities on the list include Julian Huxley, Rear Admiral Richard E. Byrd, William Lyon Phelps, Roy Chapman Andrews, Capt. Bruce Bairnsfather, E. M. Newman and C. W. R. Knight.



The Penn Publishing Company announces for early publication a new title by Temple Bailey, "Wild Wind," with a first printing of 50,000 copies, and priced at \$2.00. Other important fiction titles scheduled for publication this summer and in the early fall are "Lighted Windows" by Emilie Loring, "Easy Street" by Elizabeth Stancy Payne, "Anne Marries Again" by Louise Platt Hauck, "The Day of Glory" by Stanley Hart Cauffman, "Toni" by Nelia Gardner White, "Sophie" by

Frances R. Sterrett, "Call Her Fannie," by May Edginton, "New Dreams for Old" by Mary Badger Wilson, "Dancing Dollars" by Ruth Wright, and "Sylvia," another title by Louise Hauck. To this house's list of special entertainment books is added "Angela Morgan's Recitals" by Angela Morgan, and "Doris Kenyon's Monologues" by Doris Kenyon, the versatile cinemactress. Angela Morgan, by the way, was recently named Honor Poet of America during the Poetry Week ceremonies here.



No. 63, a "Catalogue of Rare and Interesting Items" from the bookshop of William J. Campbell the first to be issued since Dr. Campbell's retirement in March in favor of his son, lists such treasures as a 1745 Franklin imprint, "The Confession of Faith," \$400, a fine copy of Dr. Jesse Lee Kester's "The American Shooting Manual," \$100, a collection of eighty-four pamphlets by Thomas Paine, \$225, and a copy of the Chicago, 1900 edition of Shaw's "Love Among the Artists," \$275. An unusual feature of the catalog is the reproduction on the inside of the front cover, of the full page tribute which the *Publishers' Weekly* paid Dr. Campbell in its issue of April 5th, on the occasion of his eightieth birthday.



The case of Horace F. Townsend, whose bookshop was raided by county detectives early this year and a large quantity of alleged obscene literature seized, is progressing rapidly to its close in the local courts. On May 28th, the four publishers and wholesalers whom Townsend implicated were sentenced. I. E. Miller, also known as Gus Picker, of Brooklyn, and Abraham L. Sugarman, of New York, each were sentenced to four months in the county prison and fined \$250; Isaac Gelp received a sentence of two months and a fine of \$250; Nathan Young, formerly of the Temple Bookshop, a sentence of one month and a fine of \$100; while George Belgrave was fined \$250 and placed on probation for a year. The sentencing of Townsend himself awaits the questioning of one more witness, Samuel Roth, of New York, who will be arrested upon his release from a Federal prison late this month.

THE Publishers' Weekly

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Vestal Bill

AS a vote on the Vestal Copyright Bill on the floor of the House seems more and more probable, even in the crowded last session, the interest in its success has increased, and its sponsors have endeavored to obtain for it the fullest possible support among the leaders of the House and the members at large.

Chairman Albert H. Vestal of the Patents' Committee who is directly in charge of the Bill, obtained a rule permitting it to come to the floor of the House on June 12th, but, on a point of order raised by Representative Busby of Mississippi it was sent back to the Committee in order that the Committee's report should include a full description of all the statutes that would be repealed by the passages of this Act. Following this, the New York producers turned against the bill, but harmonized their differences with the Dramatists' Guild of the Authors' League and sent telegrams urging the passage of the measure in this session. Four music publishers then appeared with objections, but the importance of their objections can be discounted.

The American Federation of Labor has stood steadily by its agreement that it

would not object to the repealing of the manufacturing clause as applied to foreign authors as long as the clause continues to apply to all the copyright material of American origin. One of the organizations of the Federation took steps this week to abrogate this agreement, but the Federation has stood by its bargain with the Authors' League and is effectively supporting the measure.

The periodical publishers, after their principal objection about priority of publication was straightened out, have given important support in Congress, and the book publishers have been constantly represented at Washington giving the full weight of their influence for the passage of the Bill.

At the time of going to press, a day has not been set for the consideration of the Bill on the floor, but there is good reason to think that time will be given before Congress closes and that next session in December the Bill can pass the Senate successfully.

Vollbehr Purchase Authorized by Senate

THE Senate passed, on June 24th, the House bill authorizing the appropriation of \$1,500,000 for the purchase of the Vollbehr collection of incunabula, including a vellum copy of the Gutenberg Bible, and the bill now goes to the President for signature. If purchased, the collection becomes a part of the Library of Congress.

The proposed purchase of the collection aroused so much interest, while with the Committee, that scholars and librarians gathered in Washington to aid Representative Collins in his effort to get the bill through. Action had to be taken in this session as the collection would have been offered to all bidders this fall.

In pointing out the importance of the collection Dr. Herbert Putnam, Librarian of Congress, explained that the Bible included is the finest of three known copies. It is known as the Saint Blasius-Saint Paul copy, and Dr. Putnam placed its value at \$1,000,000. He also pointed out that while he had established a policy of moderation in expenditures, the price of this collection is not too great, and that with the

cultural distinction carried by the collection, the passage of the bill to authorize the appropriation would do much to clear away the impression that the American Congress is interested only in materialistic matters.

What Size Shop?

"THE new prices," writes Lewis Gannett in the New York *Herald Tribune*, "are a frank effort to go out and discover customers whom the delightful, old-fashioned, browsing bookstores have not touched, and they are almost certain to mean that bookselling methods will be galvanized, 'merchandising' developed. Something of the essential meaning of the old bookstore may go. We all loved it, but we did not patronize it, and it died."

This picture of a disintegrating effect from chain store merchandising has been suggested to retailers for some years. It may be that varying methods of selling cannot live side by side, and yet there are many things to indicate that that is not likely to be the case. Experienced observers of retail methods have been recently pointing out that no one method of selling goods is satisfactory to all customers at all times. Just as no one type of restaurant serves all the lunches, no one type of house suits everyone, no one type of book service pleases all book buyers.

When Henry George studied the economic situation of the country as he saw it fifty years ago, he proved to his satisfaction that under existing conditions land holdings would grow larger and larger until finally land would be owned and controlled by but very few people. A few years after he had made this prophecy, the census showed that just the opposite had been happening, that the farms had become smaller units and there seemed to be a limit to the efficiency of greater areas.

In retailing it seemed certain for a while that department stores must grow so rapidly that their efficiency would render unneeded the many small shops and yet, in a city like New York when one travels from Thirty-Fourth Street to Fifty-Ninth Street and through the many side streets, the most conspicuous phenomena is not so much the increased size of a Macy or a

Bloomingdale or a Lord & Taylor, but the rapid development of the small shop, especially the shops handling goods of high quality, whether furniture, dresses, books or paintings. The main street of every city has now developed its neighborhood of side streets with attractive shops and they grow and prosper side by side with the steady improvement of the large department stores.

It would be a simple theory to think that one style of merchandising by its efficiency displaces all others but the facts seem to be that the different types of service will develop side by side and it is the inefficiency of each type that disappears and makes way for new energy and new imagination. The future of the book distribution cannot be estimated by pointing to one type of outlet that must survive but by studying the evolution of different types of selling and endeavoring to see the future direction of each type of outlet. It is a fairly accurate guess that the total of book sales has doubled in ten years. Certainly a large part of this growth has been due to the rapid development of bookstores, and it will be hard to point to cities that are not better served with books than it was ten or fifteen years ago.

International Publishing Convention

THE renewed connection of American publishers with the International Congress of Publishers, through the vote of the National Association of Book Publishers, was greeted with great satisfaction at the meeting of the Executive Committee of the Congress held in Paris on May 27th. President Ove Tryde, of Denmark, expressed the hope that as many American publishers as possible would be in Paris in May of 1931 to participate in the meeting of the Congress, which will last for four or five days and will offer opportunities for getting acquainted with the publishers of all the leading countries of Europe, not usually possible in as many months. The hope was expressed that there might be a paper by an American on "Publicity Methods and Book Propaganda."

This is the first gathering of the Executive Committee since the reorganization of

the Congress at Berne last spring. All of the countries which were members of the Congress before the war had responded to the invitation to join, about fifteen in all, and several other smaller countries are expected to come in. A list of preliminary subjects for discussion at the convention next May was drawn up. President Tryde generously agreed to continue carrying the bulk of the secretarial work, and the question of appointing an executive secretary was deferred. Stanley Unwin of George Allen & Unwin and Mr. Taylor of J. M. Dent & Sons represented Great Britain.

Can Books Be Classified?

“IT is about time,” writes Earnest Elmo Calkins in *Advertising and Selling*, “that books are classified by price and in differing formats according to their contents. What we will get by this new arrangement, perhaps is a new grading with books at prices from 50 c. up, according to the permanency and value of the contents. Everyone who is in the habit of buying books has an automatic classification in his own mind between the books he buys to while away an evening or a railroad journey and the books he buys to add to his store of knowledge and incidentally place on his shelves as part of his permanent library.”

This suggestion, which has often been in the minds of book publishers, naturally presents a variety of difficulties. The difference in the cost of manufacture cannot be scaled exactly according to the difference in quality. If some books were to be printed on newsprint and therefore disintegrate shortly, it would be difficult to decide (and who would like to be judge) which books deserved that disintegration. The publisher does not work alone in such decisions, and the author himself might have something to say about the permanent value of his material. Many of the successful writers of exciting romances believe their books to be as permanently important as writers serving the more eclectic audience.

Still another problem is raised in publishers' overhead expense. The cost of selling books of temporary value is not much different from the cost of selling books of more permanent importance except insofar as these costs are affected by

rapidity of sale. It is perhaps difficult to offer examples, but one might say that the publisher's cost of producing, selling and general overhead on a book of Willa Cather is no greater than it would be on a book by Warwick Deeping, and, if the costs are not different, how shall we grade books at the list prices? However, there will remain with some the feeling, that there *are* types of romance and mystery stories that are only sold for a casual reading which ought to make a new classification in publishing. If so, the experiments of the current season may indicate just what the future adjustment will be.

Which Publisher?

AN article in *The Authors' League Bulletin* of January attracted considerable attention among publishers. It was an examination of the lists of best sellers with a view to finding out what publishers had the most books on such lists. The *Bulletin* of April restudies the subject with a broader consideration of the problems involved in selecting a publisher. The article says:

The first thing for the author to consider in selecting a publisher is the editorial policy of the house as determined by a survey of the publisher's list.

Second, the relative value, of the particular book being studied, to a large or small publisher.

Third, the character of the contract offered by the publishing house.

Fourth, the effectiveness and character of the publisher's sales arguments.

Fifth and final, the character and effectiveness of the publicity and advertising departments of the publisher.

In conclusion the article says: “Let the author faced with the necessity of choosing a publisher walk warily, and with his eyes open. Let him consider the various aspects relating to his individual problem, and consider them fairly. No publisher is any more perfect than any author, and vice versa. Both have their faults and the author, in making his decision, should be impelled by a calm study of his needs, not by ecstatic dreams and vaporous promises. And in making the choice, let it be remembered that one author's successful publisher may be another author's poison—and the reasons why!”



Rachel Field, with Hitty, embarked on a T. A. T. plane for Los Angeles, there to receive the John Newbery Medal

Newbery Medal Award

ON Tuesday last the T. A. T. cross-country plane brought into Los Angeles, at the time of the American Library Association Annual Convention, the happy author from New England, Rachel Field, who has been awarded the John Newbery Medal for the most distinguished contribution to the literature of children published during 1929. So popular had "Hitty, Her First Hundred Years" proved that many felt confident that it would receive the medal in this, its ninth year of award. Macmillan has been cooperating with the librarians in seeing to it that the author was presented in Los Angeles for the ceremony which is always one of the most interesting occasions of the big annual gathering. The award was made by the children's section of the American Library Association through a committee of fifteen including the executive committee, standing committee on book selection and five other members specially appointed. Suggestions for the ballot were

sent to the Chairman who this year was Miss Effie Power, director of children's work in the Cleveland Public Library.

Hitty, heroine of Miss Field's book, "Hitty, Her First Hundred Years," is a real doll and is the joint property of Miss Field and the artist, Dorothy Lathrop. The doll went along with the author to take part in the ceremony. Other authors who have received this annual medal are: Hendrik Van Loon, Hugh Lofting, Charles Finger, Charles Boardman Hawes, Arthur B. Chrisman, Will James, Dhan Gopal Mukerji and Eric P. Kelly. The list of the other books which reached the final ballot this year are:

"A Daughter of the Seine," by Jeanette Eaton
 "Pran of Albania" by Elizabeth C. Miller
 "Jumping-Off Place," by Marian Hurd McNeely
 "Tangle-Coated Horse," by Ella Young
 "Vaino," by Julia D. Adams
 "Little Blacknose," by Hildegard Swift.

Small Bookshop Management

Franklin M. Watts

CHAPTER IV

Shop Policies

THE requirements of the city, the nature of the location, the inclinations of the owner and the amount of the capital will, in a large degree, determine the policies of the new bookshop. Shop policies should be definitely understood. At times they can be changed but they should be changed in order to meet a condition and not merely as a result of a whim.

The first consideration is about the stock to be carried. We shall assume that \$20,000 worth of business is expected during the year and that about \$7,000 (at retail) will be spent on merchandise, with at least \$3,000 to be held as a reserve. If the town or city is small and the aim of the shop is to fill the book needs of the community the stock will be necessarily general. The same would be true of the suburban store.

If the city is large enough so that there will be strong competition, the stock will be specialized probably. Some of the possible specialties are: Children's books, Religious books, Art books, Business books, Old and Rare Bindings, Modern Printing, Modern First Editions, Sets, and Rental Library.

In addition to these marked specialties to which a shop could devote its entire space and energy, it is possible and advisable for a shop to decide on a definite field of leadership within the regular field of books. For example, a shop could make it a policy to lead in recent fiction. This leadership would have to be manifested not only in the scope of the stock but the familiarity with the books by the salespeople. As most fiction, except mystery and adventure stories, is read by women it often proves advantageous to combine this field with that of juveniles.

If the shop is to cater primarily to men, then biographies and personal adventure narratives would be the high lights. Mys-

tery stories could be carried in considerable variety and any books on current thought or problems. Men, as a rule, like to read books like "The Story of Philosophy" and other books of popularized knowledge.

There has been a recent development of popular priced bookshops in which only books at \$1 or less are sold. This idea has not had sufficient time to prove its merit. However, it does pay all shops except those that are specialized as to religious, art, business books, rare books, modern printing, and first editions to have a popular price section. Children's books run in popular prices at 50c. and \$1.00, with a very few at 75c. Adult books run 75c. and \$1. with also the *Modern Library* at 95c. It will not pay most shops to carry all groups of prices and every series in the group. It will pay to carry a representative group of popular price books in the line that is featured. A shop appealing to men would carry the dollar non-fiction, the *Modern Library* titles that would appeal to them and the 75c. mystery and adventure novels.

Rental Library

The rental library is the most profitable branch of the retail book business. All shops that aim for a general appeal will have a library. Perhaps most shops located in railroad terminals and other places where a transient trade is depended upon for the livelihood will not have libraries; but some terminals have libraries for commuters.

Almost invariably some sales will be lost. It is not possible for any one store to do all of any one type of business in a city. The most successful, financially at least, of any retail organization in America is Woolworth's. Woolworth executives attribute at least a part of their phenomenal profits to the fact that for 50 years they have

refused to stock any articles in their stores in the eastern part of the United States that sell for over 10c. They have developed their organization to do one thing. They have done it well. There is an object lesson in this for the bookseller. If a bookshop owner would insist on only stocking that type of books that he knew he could make money on, he would be much better off.

One bookseller in a small city had most of the business his own way but it hurt him to see a portion of the trade that wanted popular copyrights go to a competitor so he stocked them against his own best judgment. They did not sell well so they were sold out at a reduction. About a year later the same situation arose and he again stocked popular copyrights. Still they did not sell. Again he got burned. After the second time he decided that a better policy would be to spend the time and money in developing the sale of biography in which he was leading the town. It is a significant fact in the book business that the greatest increase in business can come from increasing the number of books sold to each customer rather than from trying to make new customers or taking away customers from other shop owners who are better equipped to handle some other type of business.

Price Group Appealed to

There are three groups of people in a community. One is the group which buys high priced merchandise. It is the minority that will spend \$5 up for any book that hits their fancy. Then there is the great middle group. \$3 is not high for them but they will not spend \$5 unless they feel a great desire for the book. It is this group that has given the book business the phenomenal sale of better juveniles i. e., those priced from \$2 to \$3.50. This group can be sold the dollar books in large quantities. The last group consists of those who are not patrons of regular bookshops. To them anything over 75c. is an outrageous price for a book. Some of the people in this group will spend large quantities for luxuries but refuse to spend for books. It does not pay a bookshop to try to educate such people.

Most of the book business is done with the first two groups. If a shop is in a

locality where there is quite a number of people who will readily spend large sums for books both for individual titles and in the aggregate, it most certainly should plan to meet their demands. Ten good book customers will make the success of a small shop. One of the best ways to cultivate the demands of the large book buyer is to find out his interests and to watch for books which will interest him. If it is possible to get these people interested in fine illustrated books and examples of fine printing then the future is assured. Often the best book buyers have little time for reading. They will often buy books because they are works of art when they would not buy them to be read.

If, on the contrary, there is not a group of people who will spend money for the better made books it is folly even to attempt to create demands for them. Much money can be tied up in stock that is hard to move. Bookshop owners have lost more than they have ever made in trying to beat the limited edition market. Books should never be bought except when a dealer honestly can think of a market for them. Books that are bought to be hoarded usually come to the shop to stay. Prices of limited books, like prices of stocks, can move both ways.

Service

If the shop is to make its appeal on the basis of personal service then every effort must be bent to make the service as complete as possible. Large bookstores and department store book departments cannot afford to take much time with special orders. The small shop can. Most special order customers are regular book buyers. The prompt filling of special orders is the surest way to build the good will of a shop. Another aspect of personal service is the matter of securing information. Above all things a shop must obtain a reputation for filling all promises. The best service any bookshop can render is to carry in stock the books in demand and have salespeople who know their books.

Delivery is not important in most bookshops. Occasions will arise when delivering a book will be a distinct service. A messenger can be hired at a small charge and if there are many parcels a local delivery service can be engaged.

Packages should be wrapped for mailing cheerfully. This is a real service to the purchaser that costs the store very little. In addition it pays to have gift wrapping facilities, unless the unit of sale is very low. This also is a service that is appreciated and which will build business. It is a poor practice to pay postage on any packages sent out. Some customers will try to impose on anybody in this regard but most will agree to the equitableness of the ruling. If a rule is made it should not be broken. If you mail a package once for a person without charging postage she will consider you nothing less than a thief if you ask for it some other time. People com-

plain most about anything that they get for nothing.

Credit vs. Cash

Circumstances will largely determine whether or not business should be conducted on a credit basis or not. It is much easier handled by a large firm than by a small firm. If it seems that considerable business will be lost unless credit is extended then credit should be issued. In this case all credit should be handled only on the advice of the local credit bureau. The cost is high but it is less than the cost of the bad debts one incurs if one tries to be one's own judge.

Books As Luxuries

Carl H. Claudy

THE indispensable Funk and Wagnall's "Standard" defines luxury as "That which gratifies a nice or fastidious appetite; specifically, any article that ministers to comfort or pleasure and yet is not necessary to life or what is regarded as an ordinary degree of comfort; a relative term, as, the luxuries of one age are the necessities of the next."

Of course the luxuries of one man are the necessities of his neighbor. The dictionary which is the necessity for writing the first paragraph may be a luxury to the chorus girl of the ancient joke who does not need another volume because "she's got a book."

If luxury is anything which ministers to comfort or pleasure, but which is not necessary to life, then the common conveniences of existence, open plumbing, walnut dining table, electric reading lamp, telephone, car, necktie, watch, are luxuries. Under this definition books are luxuries. But if we admit the relativity of the term—and Einstein's non-luxurious and necessary books have made relativity a necessity and not a luxury!—then books are as much necessities to readers as telephones are to talkers.

All this lest some to whom books are as the breath of life resent the title and decry both writer and editor of this page!

But let us consider, for the sake of argument, that books *are* luxuries; what is the relative desire of the public for this luxuriousness of print, of easy access to the other fellow's idea, as compared with its yearning for other luxuries?

Naturally, we must first define what are "other luxuries." This cannot be arbitrarily done, because the lip stick which may be the luxury of the servant maid is the necessity of the actress; the luxury of chewing gum may be a necessity of the dyspeptic; the family flivver, which is luxury to the bank clerk, is the necessity of the doctor. Any catalog of luxuries will meet with disfavor among some. The best we can hope for is a list of those objects, materials and services which may be purchased with money, which are other than "necessary to life or what is regarded as an ordinary degree of comfort" to *most* people. No such list will be satisfactory to every one; thus, musical instruments are a necessity to many, and so are jeweled hairpins!

But for the purposes of this article, the following items from the United States Census Office list of industries have been considered as being in the luxury class:

Artificial and preserved flowers and plants.

Artists materials.

Beverages.
 Billiard and pool tables.
 Children's carriages and sleds.
 Chewing gum.
 China firing and decorating, not done in potteries.
 Confectionery.
 Embroideries, fancy articles, feathers and plumes.
 Fireworks.
 Dressed furs.
 Ice cream.
 Ivory, shell and bone work, not including buttons, combs and hairpins.
 Jewelry, lace goods, lapidary work.
 Mirror and picture frames.
 Mirrors.
 Motion pictures, not including projection in theaters.
 Musical instruments, parts and materials.
 Phonographs.
 Pipes, cigar and cigarette holders.
 Regalia, badges and emblems.
 Soda water apparatus.
 Sporting and athletic goods.
 Factory statuary and art goods.
 Theatrical scenery and stage equipment.
 Chewing and smoking tobacco and snuff, cigars and cigarettes.
 Toys, games and playground equipment.

The luxuries of a few years ago; telephones; radios; motor cars; motor boats; airplanes; electric lights; vacuum cleaners; electric refrigerators etc., are not here included. To class Amos 'n Andy as a luxury would probably provide Van Dine with another plot with the writer of these lines as victim!

If the above list is, generally speaking, a luxury list rather than a necessity list, it makes little difference for the purposes of this story whether or not it is complete.

According to the Census Office figures for 1927 (most recent) the total bill paid by the American people for these luxuries was slightly less than three billions of dollars \$2,986,419,000. About 120,000,000 people paid this huge sum.

The individual luxury bill, then, is about \$25. per man, woman and child in the United States.

The figures for printing and publishing given by the Census Office for the same years, is two and a half billions; which includes all newspapers, all job printing,

all commercial printing! In fact, all printing which cannot be considered a luxury—like a book!

But these all inclusive figures, the most of which are *not* book publishing—are *less* than the luxury bill.

If every human in the forty eight states spent \$25.00 a year for books, publishers would refuse to travel at all unless some one could invent something more expensive and luxurious than a yacht! Booksellers would go to and from work in Rolls Royces and authors would stop speaking to Cabots and Lodges, if not to—but we must not be irreverent!

Are 120,000,000 books sold each year in this nation? The Census of Manufactures said that 225,000,000 were manufactured in 1927 including text-books. There certainly are not two books sold to every man, woman and child in the nation. If this were ten books at \$2.50 each would just about equal the luxury bill. If it did, there would be at least an even break for the proponent of the idea that a book is a luxury, and should be so classed and taxed, so considered and listed.

The clever reader will have noted a hundred omissions on the "luxury list." One has to draw the line somewhere! For the purpose of this comparison it was only necessary to make the luxury list greater in value than the impossible total for "printing and publishing." Every extra item added to the luxury list makes the argument stronger. The amount the American people spend for books is a mere drop in the bucket compared to what they spend for luxuries.

The poet starved in his garret that he might buy a rose; there are yet many who remain away from the movies that they may buy a book! To such, roses and books are as much a necessity as bread and water.

Looking at the enormous figures which attach to this very modest and restricted list of luxuries, it seems fairly obvious that if books *are* luxuries, they are not very luxurious luxuries; not considered as such by those who spend so modestly for them, in comparison with the other luxuries—like chewing gum and phonographs—without which we simply cannot live in "an ordinary" (that is to say, a Funk and Wagnall's) degree of comfort!

American Booksellers' Association

1900 - 1930

THE article by O. H. Cheney which appeared in the *Publishers' Weekly* of June

To increase the value of the bookstore to the community; to promote friendship and fraternity throughout the trade; to strive for aims and purposes which may be for our mutual welfare and for better service of the public.

eliminating the possibilities of their being introduced in other types of stores.

7th, deserves reading by all of the book-trade. Particular attention is called to Mr. Cheney's remarks concerning the methods used in other industries for the ironing out of trade difficulties. It is his suggestion that some system be achieved through which there can come about a harmony of interest and a real cooperation. This thought is the same as the one which inspired the Board of Trade to ask the Publishers' Association for the formation of the Joint Board of Publishers and Booksellers. That group met on June 18th, for its first conference, the program of activities being drawn up as reported in the *Publishers' Weekly* of June 21.

That there is need for some method of control in the industry must be perfectly obvious to all. It does not seem feasible that a "czar" should be appointed, as has been the case in baseball and the moving pictures. It does seem practical, however, that the Joint Board of Publishers and Booksellers can become a court of opinion, and if booksellers and publishers will respect the opinions of that body, the result ought to be extremely valuable.

Throughout the past five years, and particularly during the last convention, every bit of energy that could be brought to bear by the A. B. A. has been turned to the possible solution of, and the working out of practical plans that will solve the trade problems. Among other things, the Association is attempting to get the cooperation of publishers in an effort to work out a practical means for handling remainders through bookstores. We recognize the fact that remainders must be, and that, in all justice to the publishers, they must be sold. With the help of the publishers, it is conceivable that they can be sold through the general trade outlets,

The Association is also attempting to work for a larger sale of general books through its members' stores. It is the hope that in the future it will be possible for them to take over some of the business, at least, that has for the past year gone to our new competitors. The problem, however, is not only that of the bookseller. It is a recognized fact in all industries that the producer must aid in the working out of retail merchandising plans. Under the existing conditions, we are achieving almost a minimum of efficiency, due to the fact that so many people are pulling in so many different ways. It would seem that some center of direction might bring about a coordination of effort, through which publishers will receive a greater measure of help from the bookseller, and booksellers will receive greater consideration from the publisher.

Under existing conditions, we find radical departures from the existing program made overnight with no warning. Instead of making an improvement, this sort of thing brings about an hysteria that immediately offsets any good that might occur from the change in plans. Certainly, the dollar book situation has to date produced little but trouble. The first move was promiscuous cutting on the part of the department stores. Now comes the announcement that the Book-of-the-Month Club is going to give a 20% discount to all of its members on its monthly selection. The Club has also announced a lower price that it will pay to publishers for their books.

Just what the Joint Board may be able to do in situations already existing it is hard to say at this moment. It is very probable that such a body could be effective in eliminating the possibility of future trade difficulties.

ON July 2nd, the New York *Times* will carry the full page Dutton ad reproduced here, bringing to a close an extensive advertising experiment in which the publisher has attempted to harness the holiday spirit of the Fourth to the purpose of selling books. The experiment has employed several radical departures from customary publishers' advertising procedure. Books themselves have been subordinated to the idea of a glorious holiday with books as a delightful adjunct. Bookshops have been made partners in the undertaking and have been listed in the advertising with address and phone number as the source of supply to the prospective customer. And, in culminating the campaign with a full page ad in the news section of the *Times*, a direct effort is made to catch the attention of a public which does not habitually buy books, directing it to retail bookstores.

The big moment is nearly here. Just a few more hours. Tomorrow night thousands of hard-working, fun-loving New Yorkers will board trains, planes, boats and cars for the three-day vacation over the "Glorious Fourth." Other thousands will be leaving for their regular vacations. Still others will be making hurried departures for different places. Many will be bidding friends "bon voyage." Some will stay home and "See New York First." And most of these people will want books.

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Books to read on the train. Books to dip into in an easy chair on a shady porch. Books for the rainy days. Books

for "bon voyage" gifts and for sick friends and "shut-ins." Books to take to your hotel and house. Not just any books, but the right books to suit your individual taste and needs—books you will enjoy and that you know your friends will.

So, here is a page of news about books. Good books. New books. Popular books. Including the latest summer books. Books for every mood and moment. For every person and personality. For every purse. And—if you'll say telephone, the nearest bookstore listed below, they will send you the books you want to your home or office, or even enjoy.

Going Away for a Couple of Weeks?

Step 3: Break another small amount of the soil into three sections and place them in the same bag. This time, however, do not place the soil in the bag until you have placed the water in the bag. This time, the soil will be placed in the bag after the water.

Is the "Glorious Fourth" luring you out of Town?

If you have any books that will give comprehensive to the glycolic acids. We mention "Eye Selfies" and "The Story of Skin Moisture."

**Have You
Friends Who are
Giving Up?**

Going Away?
We have carefully selected the kind of books that seem to us most appropriate for "Don" age kids.

For Your Host and Hostess

showing your appreciation, is to arrive for the week-end with a book or two for your host and hostess.

Staying in Town?

have a good idea." Strong, a
work, some of your friends
Thought it. You are not the
what does he think you
will in the kind of books you

For Sick Friends and "Shut-ins"

If you are going away, leave a book or two with those unfortunate newbies who will not be able to

Sail for Foreign Parts!

graduate of England, a
son of Lewis and his
wife, who was taken abo
a 18 train from the V

[illegible][illegible][illegible][illegible][illegible][illegible][illegible]

BY MESSENGER

Placing the various budgetary items and the well used of money are those in your hands as officer—change in a few weeks appears to be possible. Some will be used for your office and your needs as the year is passed. If they are going to be better, will you be able to do in these days of confusion? Dollars in your office? You should be going to the bank house before that.

**Publisher
for
79 Years**

E. P. DUTTON & CO.

WHERE TO BUY THESE BOOKS

300 Four
Ave.,
New York, N.Y.

The advertising suggests books for every possible holiday need—books to read on the train—books for the shady porch—books for the rainy day—books for bon voyage—books for every individual and books for every purse. All are there.

A check up of returns to the stores listed is to be made which will be available to the trade as a guide to future advertising procedure.



Unwin's New Building

THE beautiful new building in Georgian style which the firm of George Allen & Unwin has erected at Little Russell Street in London is one of the handsomest new additions to English publishing quarters. The building is immediately in the rear of the firm's present offices at 40 Museum Street. Mr. Unwin, head of this business, is one of the best known figures in English publishing and has been especially active in trade organization matters and his book on "The Truth About Publishing" has been the most important volume published in either England or America on this subject.

Mr. Unwin learned about publishing under his uncle, T. Fisher Unwin, and before deciding to strike out for himself there was time to study book distribution both in Germany and in the English Colonies. Coming back to England, he decided that the best way to begin a new business was to buy out an old one, and he took over the famous old imprint of George Allen, a firm that had been publishers of Ruskin for many years. Just as he had completed his plans for the new business, England entered the Great War, and all publishing was faced with the difficult problems of supplies and markets. Mr.

Unwin showed brilliant qualities as a publisher in facing each difficult situation and had extraordinary discrimination in bringing to his list books of high importance, especially in the fields of sociology, economics and new political developments. A book he published for the present Premier of England was considered almost too radical for any other list at the time it was issued.

During the last few years since the English trade has been giving more attention to its organizations, Mr. Unwin, on account of his intimate knowledge of conditions in other countries, has been especially active on many committees. He was one of the members of the trade committee that visited Germany and Holland a few years ago studying their methods of book distribution. This building is a notable monument to what has been done by a well-trained mind in the short course of sixteen years.

"Pay Day" Back in Court

BREWER AND WARREN were indicted on June 18th, by the Grand Jury of New York County for publishing Nathan Asch's novel, "Pay Day," bringing the book again into court after dismissal of charges brought against it by John S. Sumner, acting for the New York Society for the Suppression of Vice, in the Magistrates Court, on May 15th. After the dismissal of the charges in the Magistrates Court Sumner brought the book, through Harold Hastings, Assistant Prosecuting Attorney, to the consideration of the Grand Jury. The publisher announces, "We have been advised by counsel that this book is not obscene as a matter of law and have therefore pleaded not guilty and intend to fight the prosecution."

Rare Book Society Organizes

THE rare book dealers at a meeting on June 25th decided on a New York Club organization rather than a national organization of this section of the book field. Lathrop Harper was made president; Dr. Rosenbach, vice president; Edgar Wells, treasurer; Byrne Hackett, corresponding secretary, and William Nichols, receiving secretary. These five officers will arrange and schedule monthly dinners for the Club.

Countrywide Campaign for Wright's "Exit"

A VERITABLE blanket of display advertising will cover the country following the date of publication of Harold Bell Wright's new book "Exit" on July 31st. One of the most complete attempts at coverage that a publisher has ever undertaken for a single book will be a feature of the advertising campaign from that day. 2509 newspapers will carry the Appleton advertising. This includes series of ads in newspapers of 53 key cities in thirty states, with 2456 newspapers in smaller cities to be supplemented by advertising in magazines and the chief religious periodicals.

Such a campaign is particularly notable, as there has been so much discussion lately in the trade as to whether display advertising should be as completely concentrated as it is in the large centers, particularly in New York. Appleton's realize that a Wright novel offers an ideal opportunity for a nationwide exploitation, as there is no city or town too small to include Wright admirers. Mr. Wright had signed a \$50,000 magazine contract for the serialization of his new novel but later decided that he wished his novel to appear first in book form.

Is Fifty Cents the Bottom?

THE price level of new mysteries took another drop last week when the Mystery League, Inc., 11 West 42nd St., New York, announced that it would publish new mystery novels at the rate of two a month, bound in boards in standard format, at 50 cents. The first book is to be Edgar Wallace's "The Hand of Power." According to a statement issued by the president of the new firm, Sidney M. Biddell, the United Cigar Stores Company of America will be exclusive distributors of the 50 cent mysteries, and will place the Wallace book on sale in their 1500 stores before the end of June. The publisher expects to make no edition of less than 100,000 copies. Biddell says that his firm hopes to create an entirely new class of book readers by educating magazine buyers to turn to books for their diversion. The publishing schedule begins with one book per month, but soon the Mystery League will adopt the regular policy of placing a new novel on sale on the 1st and 15th of each month.

Dutton Fellowship Awarded

ELEANOR FLYNN, Allston, Massachusetts, who has received the E. P. Dutton Fellowship given by John Macrae, Jr. of Dutton, Inc., through the Committee on Library Work with Children of the American Library Association, plans to specialize in library work with children at Columbia University, according to an announcement from A. L. A. Headquarters.

Miss Flynn is a graduate of Radcliffe College, and has studied for two years at the Harvard Summer School. Her library experience has been obtained in the Public Library at Lynn, Yorkville Branch Library in New York City; and the Somerville Public Library, Massachusetts. Miss Flynn is the first winner of the E. P. Dutton Fellowship, offered last December at the midwinter meeting of the American Library Association.

"War Is Declared!"

IN the excitement of the dollar book discussion the trade almost overlooked for a time that lively propagandist for quantity business, Mr. Haldeman-Julius of Girard, Kansas, who through so many years has sold five cent books for five cents. Now he is coming back to the game with full pages in the New York press, and we hear that "A BOOK WAR IS NOW ON IN FULL SWING! A Band of N. Y. publishers Has Declared War on Our Policy of Low Prices by Organizing a Drive to Cut Prices to \$1—We Accept Their Challenge and Now Fight Back! War! Until June 30th We Offer Little Blue Books at Amazing Cut Price of 30 Books for \$1." Now we have war, indeed!

Communication

BOOK SELECTION

Philadelphia,

June 17, 1930

Editor, *Publishers' Weekly*:

This letter was inspired by Miss Sarah Ball's interesting article in this week's *P. W.*

Booksellers are constantly bemoaning the number of new books on the publishers' lists, but are they quite logical? Take the case of the publisher who has only four or

five books to show the bookseller at one visit. The buyer snaps out, "Ten, ten, five, and two" just as he does to the salesman offering thirty titles.

Of course, as the bookseller says, it makes no difference to him whether the hundreds of new books are published by ten publishers or fifty, and his position is that he cannot afford to order bigger quantities from the publisher of the small list just because it is a small list.

The result is that the publisher's representative with a large list comes away from the store with an order for \$250, where a small list gets an order for \$50, and the cost of making the trip was the same for both salesmen.

If the booksellers would favor the smaller list for a year or two, it would help considerably in reducing the number of books published.

Yours very truly,
S. C. RAPPLE.

Obituary Notes

A WELL LOVED BOOKMAN

FRED E. WOODWARD, buyer of books for Woodward & Lothrop, Washington, D. C., for many years, died of heart failure at the age of 79, on May 23d. He entered the employ of Woodward & Lothrop on April 31, 1883, as a buyer of linens; and was instrumental in the establishment of the book department which he directed until his resignation about two years ago. He organized and was the first president of the Woodward & Lothrop Twenty Year Club. He was well known and beloved by the trade because of his intelligent understanding of trade conditions and his thoughtful kindness to his business associates.

POST, AUTHOR, IS DEAD

MELVILLE DAVISSON POST, novelist and short story writer, died in Clarksburg, W. Va., on June 23rd, at the age of 59. He was reared on his father's farm and attended West Virginia University, receiving a degree in law when only 21. He became active in the Democratic Party, and, although trained for law, turned to writing early in his career. The list of his novels includes "The Dwellers of the Hills," "The Strange Schemes of Randolph

Mason," "The Man of Last Resort," "The Corrector of Destinies," "The Nameless Thing," "Uncle Abner," "The Mystery of the Blue Villa," "The Mountain School Teacher," "Walker of the Secret Service," "The Man Hunters," "The Revolt of the Birds" and "Monsieur Jonquelle."

MUNROE, AUTHOR, DIES

KIRK MUNROE, well-known author of adventure books for boys, died in Miami, Fla., June 16th, at the age of 69. He was born in Prairie du Chien, Wis., and studied in the Engineering School of Harvard University. He soon turned from engineering to find his bent in writing. He was the first editor of Harper's Round Table Series, and his books include, "At War With Pontiac," "With Crockett and Bowie," "The White Conquerors," "The Ready Rangers" and "The Fur Seal's Tooth," "Blue Dragon," "Campmates," "Painted Desert" and "Under Orders."

Changes in Price

ALBERT & CHARLES BONI, INC.

"Mitson" by Colette, has been changed from \$2.50 to \$2.00.

CHARLES SCRIBNER'S SONS

"Washington, Its Early Days & Early Ways," increased from 80c., to \$1.00.

OXFORD UNIVERSITY PRESS

"Taylor's Environment & Race" from \$6.50 to \$5.00.

FREDERICK A. STOKES COMPANY

Dunton, "School Children the World Over," new edition, increased to \$2.00.

Business Notes

BROOKLYN.—Nottingham Book Shop, J. Greenberg, 2004 Avenue "M," opened with small stock of books for sale and circulating library.

BUFFALO.—Donner-More Book Shop, 571 Delaware Ave., reorganized under new name of Bay Tree Bookshop, Inc., plans to enlarge stock of books.

CHICAGO.—Chicago's Public Service Library and Book Shop, Bert M. Fleischman, Room 711, 7 West Madison St., opened with fiction, biography, travel books, old and rare books for sale and circulating library.

LOS ANGELES.—DeVorss & Co. are now established at 843 South Grand Ave. as wholesalers specializing in books along metaphysical and psychological lines.

Books for Boys and Girls

A Monthly Department

St. Nicholas Moves Westward

Alice M. Jordan

of the Boston Public Library

"St. Nicholas," the Children's Magazine Founded in 1873 by Roswell Smith and Made Famous by the 32-Year Editorship of Mary Mapes Dodge, Has Been Bought by the Scholastic Publishing Company of Pittsburgh

THE announcement that the Scholastic Publishing Company of Pittsburgh has bought *St. Nicholas* caused a pang to many persons, no longer young, for whom the magazine holds the associations of a lifetime. *St. Nicholas* leave New York! Can it be possible! Whatever its future course may be its beginning could have been nowhere but in New York. Just as the name is that of the acknowledged patron saint of the old Dutch city, so its fifty-seven years of honorable existence have carried something of the color and life of the great city into homes all over the country.

On that day early in the seventies, when the directors of the Company which was later to publish *The Century Magazine* began the publication of a new monthly for children, a different element entered into juvenile periodicals.

Two immediate predecessors of cherished memory, *Our Young Folks* and the *Riverside Magazine*, had, it is true, shown superiority over the miscellaneous periodicals appearing before their time. But with the advent of *St. Nicholas* there came a joyousness and gayety that was something new. For the first editor, on whose acceptance of the post the founding of the magazine depended, was Mary Mapes Dodge, herself a joyous person, quick in

her sympathies, endowed with a rare understanding of children and unusual literary discrimination.

Believing that only the finest and most sincere literature is good enough for children, Mrs. Dodge set her requirements so high that she was able to attract the best writers of the day to contribute to *St. Nicholas*. And in the thirty-two years, from 1873 to 1905 while she was the editor, the aura of her personality was round about her creation to a marked degree.

Mrs. Dodge once said that the success of *St. Nicholas* rested in large measure upon the generosity of the founder, Mr. Roswell Smith, who spared neither work nor expense to carry out her plans. Both editor and publisher were in complete accord as to their object. They wanted to produce the most beautiful and entertaining periodical possible for boys and girls.

As editor of *Hearth and Home*, where she had charge of a juvenile department, Mrs. Dodge had a wide circle of friends among the foremost writers of the time. When she left it to take up the task of establishing a magazine for children she took with her as associate editor, Frank Stockton, whose charming style and delicious sense of humor were to enrich *St. Nicholas* in many issues.

LONGMANS BOOKS FOR



A Junior Literary Guild Selection

LINNET ON THE THRESHOLD

By MARGARET THOMSEN RAYMOND — Linnet at fifteen, has to leave school and go to work because of the extended illness of her father. The story of her first months in business is told with sympathy and understanding. An admirable story for children from 12 to 16 years. With colored endpapers, black and white frontispiece and head pieces by Alida Conover. \$2.00

TALE OF THE WARRIOR LORD

By MERRIAM SHERWOOD — Don Rodrigo is a bold crusader whose fame has often been sung in epic poems. Here, Dr. Sherwood has translated his story from the *Cantar de Mio Cid*, particularly for the 10 to 14 year old. The color, the splendid rugged strength and gusty humor of the tale will make it a favorite.

With 5 full-page illustrations, frontispiece in 4 colors and printed endpapers by Henry C. Pitz. \$2.50



Children's books are h

No bookseller has room for books, so provide room for the books we were told by both retailers that ours were the best-sellers handled. This year our line is better than last year.

Adjust your appropriation of Longmans' Childrens Books

THE AMBER BEAD

By TONI ROTHMUND — The mystery of Heidi's parentage is combined with legend and animal and bird lore. Excellent for the 6 to 10 year olds. 6 full-page illustrations in color. 40 headpieces and spots by Ernst Kutzer. \$2.00

BUILDERS OF EMPIRE

By FLOYD L. DARROW — Biographical sketches of our leaders in many fields of endeavor since the Civil War, written for children in the impressionable period between 10 and 14 years. With 31 pages of photographic illustrations. \$2.50

WONDER TALES FROM GOBLIN HILLS

By FRANCES JENKINS OLCOTT — Miss Olcott has here, many old, old German legends and fairy tales, filled with action and suspense for the 8 to 12 year olds. With 5 full-page illustrations, two color frontispiece and black and white head and tailpieces by Harold Sichel. \$2.00

LONGMANS, GREEN & CO.

FOR BOYS AND GIRLS

*are highly competitive
room for all the children's
om for the best. Last year,
oth retailers and jobbers
e best-selling books they
our line is even stronger
opriation to provide stock
lrens Books.*

WANDA AND GRETA AT BROBY FARM

By AMY PALM — A charming story of the simple pleasures of two little girls growing up in the country, loving horses and dogs, for children from 6 to 10.

With 6 full-page illustrations in color, 12 headpieces, endpapers, frontispiece by Frank McIntosh. \$2.00

SUSANN AT SANDY POINT

By ANNIE GRAY CASWELL — A child, living in a factory community, works bravely in the face of discouragements and achieves her ambition to go to college.

With colored frontispiece and endpapers and black and white headpieces by Anne Merriman Peck. \$2.00

MYSTERY OF WORLD'S END

By HELEN BERGER — A mystery, arranged to help a child get well, suddenly turns into a real one and involves everyone in many surprising events. For ages 12 to 16.

With colored endpapers, black and white frontispiece by Carlos Sanchez. \$2.00

NEW YORK • TORONTO



A Junior Literary Guild Selection

BOOK OF THE THREE DRAGONS

By KENNETH MORRIS—An old Welsh legend of a Breastplate and a Harp that were stolen from the gods by the Three Persecuting Kinsmen is retold with all the brave spirit and flavor of the original. An ideal gift for children from 10 to 15 years.

With 8 full-page acquatone illustrations, title, frontispiece and 6 headpieces in black and white by Ferdinand Huszti Horvath. \$5.00

A Junior Literary Guild Selection

LITTLE PILGRIM TO PENN'S WOODS

By EDNA ALBERT—In 1754 Selinda Reinhardt traveled to Pennsylvania from her home in the principality of Altenstein-Wertheim. Fourteen weeks on the Atlantic, life in a log cabin in the wilderness, visits to an Indian village make a

fine story for children from 8 to 12 years. Colored endpapers and 7 full-page black and white illustrations by Esther Brann. \$2.00



33

FOR LITTLE FOLKS.

33

FOR LITTLE FOLKS.

I am Major. Come smooth my head and pull my ears. I won't bite. But don't step on my tail or strike my black nose. If you do, I shall bark.

Once a boy got on my back. Then he held fast by my ears, and said "Get up!" and away we went. It was such fun that he said "Ha! ha! ha!" and I said "Bow, wow-wow!"

"You can't guess what I have in my basket," said Fred. "Oh, do tell us," cried Fan, "and I will show you my nice ball."

Fred took the ball, and May gave him a hug, which made his hat fall off. Then they took a peep, and what do you think they saw? Why, two little white mice, with pink ears.



Dear Jesus

Please to keep

Little Elsie

In her sleep.

Bless Papa,

Mamma and Sue,

VOL. I.—3.



Bless my doll

And Kitty too.

If we're good

As we can be,

We shall live

In Heaven with Thee.

A page from "St. Nicholas," vol. 1, No. 1, November, 1873

Another friend whose experience was a help to her and whose judgment she respected was Horace E. Scudder, who had edited the *Riverside Magazine*, then no longer published.

No periodical for children was ever started under happier auspices than *St. Nicholas*, and none has contributed so largely in establishing high standards for children's books. Because Mrs. Dodge expected much of her writers and was not content unless their work reached a certain level it was counted an honor to be asked to write for her magazine.

Did the children appreciate all this effort in their behalf? Long before the time of free postal delivery when we waited at the post office for the mail to be "up," and looked through the openings as best we could to see the letters dis-

tributed, we were most impatient probably on the days when *St. Nicholas* was due. All the junior members of the family laid claim to a first reading when it finally arrived.

There was plenty of fun in the old *St. Nicholas*. Lucretia P. Hale wrote for it some of the most amusing of her Peterkin Papers, Mrs. Diaz told jolly stories about the Jimmy-Johns and had a wonderful tale about the Moving of the Barn, and Frank Stockton contributed many of his wittiest sketches to these pages. From 1883 onward Palmer Cox's Brownies played in and out of its issues, a never-ending cause of laughter to countless readers.

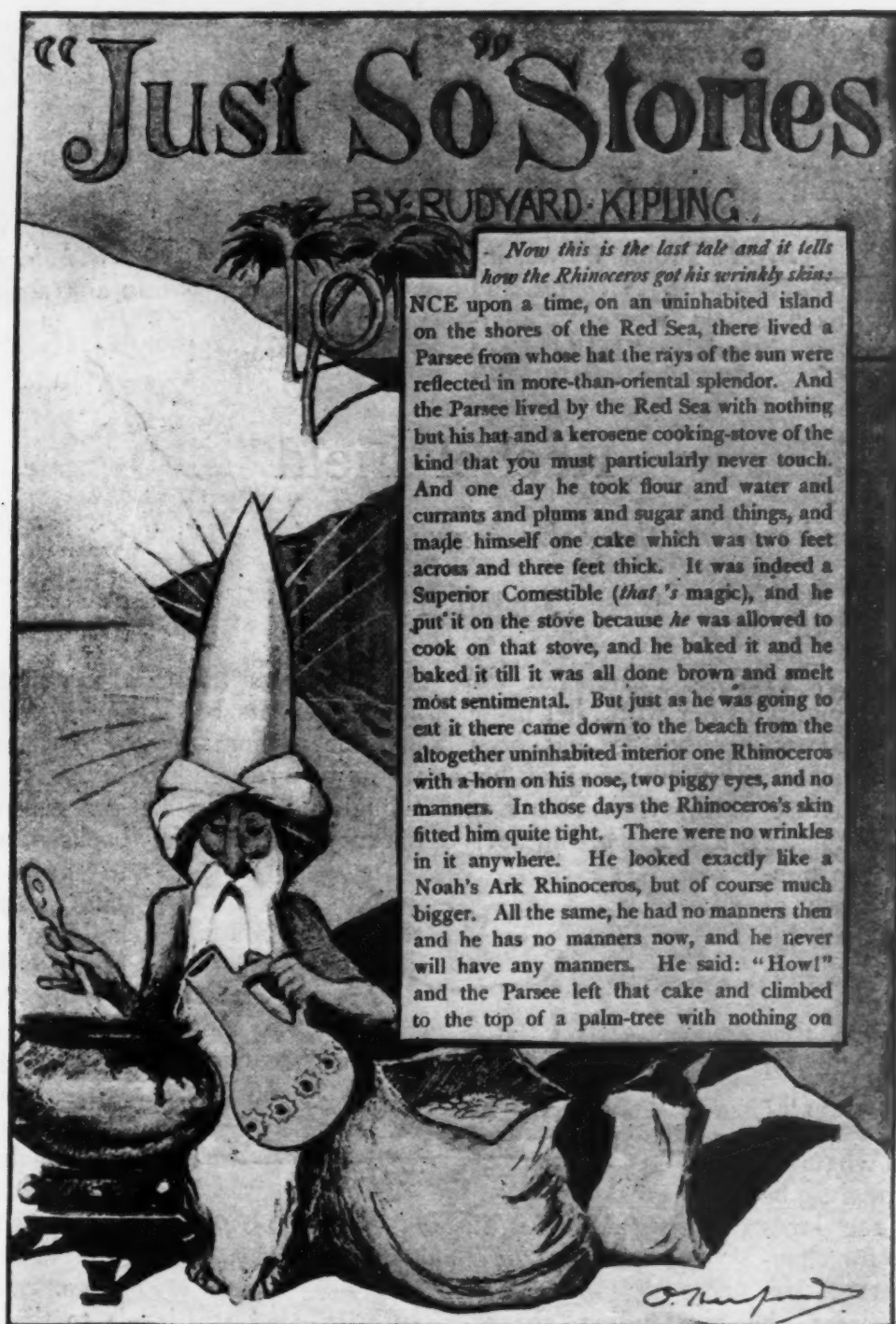
"The best story for boys ever written was published in *St. Nicholas*," said a man the other day. His choice happened to be "The Tinkham Brothers' Tide-mill," but since your notion of the best story ever written bears a close relation to the age at which you read it, some one else would perhaps choose "Davy and the Goblin" or "Barnaby Lee."

When *St. Nicholas* was started, J. T. Trowbridge was the popular favorite with boys. Noah Brooks, whose "Boy Emigrants" appeared in the early years, was also much

liked. Four of Louisa M. Alcott's books, including "Jack and Jill" and "Under the Lilacs" came out as serials in *St. Nicholas*.

We owe the "Jungle Books" to Kipling's wish to be numbered among *St. Nicholas* writers. Mrs. Dodge's reply to his inquiry whether he was not to be asked to write for her magazine has been often quoted: "Are you sure you are equal to it?" The picture is a pleasant one, of Kipling talking over his plans with Mrs. Dodge and emerging with "Rikki-tikki-tavi" and "Toomai of the Elephants," ready for the world. The "Just So Stories" were a later contribution by Kipling.

Toward the magazine which has given them so much pleasure its readers in every part of the world have felt a strong personal affection. They have gained from



Kipling wrote his "Just So" stories originally for Mrs. Dodge's magazine. This one appeared in February, 1898

it much besides fun. The informative articles have often contained kindling and inspiring matter, the verse has included genuine poetry, the Agassiz Association of the old days stimulated scientific tastes, and *St. Nicholas' League* has given encouragement to many young writers.

All these gifts have come to the readers of the monthly, year by year. But the publishers of *St. Nicholas* have rendered an even greater service to the field of chil-

dren's literature in the last sixty years by their hospitality to books of permanent value first offered as contributions to the magazine.

In every collection of children's books they are to be found, these famous members of the *St. Nicholas* family. Howard Pyle wrote his noble "Story of King Arthur and his Knights," and "Jack Bal-lister's Fortunes" for *St. Nicholas*. John Bennett's classic "Master Skylark," and

"Barnaby Lee" were first published as serials in its pages. Mark Twain wrote "Tom Sawyer Abroad" for publication there and it was in *St. Nicholas* that Albert Bigelow Paine's "Boy's Life of Mark Twain," originally appeared.

The earliest work of Kate Douglas Wiggin, "Polly Oliver's Problem," was introduced to readers of *St. Nicholas* and for it Dorothy Canfield wrote "Understood Betsy" as a serial. "Little Lord

Fauntleroy," by Frances Hodgson Burnett, the most popular book of its day, was also published in monthly numbers.

But to list the well-known books by distinguished writers for this magazine would be to cover a wide range among the shelves of children's books. With such a history behind it *St. Nicholas* leaves its birthplace and goes into a strange environment.

May it prosper!

Rachel Field

Who Wins the John Newbery Prize with "Hitty"

Josiah Titzell

RACHEL FIELD, because of the lyric quality of her work, her prose as well as her poetry, has been likened ever since the publication of her first book of verse to the troubadours of the Middle Ages. But it has become evident with the publication of each of her books that this is really a false simile, for the very simple reason that the popularity of the troubadour lay in his willingness to respond to whatever request might be made by the lords and ladies for chansons or vers or sirventes whereas the outstanding characteristic of Rachel Field's literary career has been her conscientious, thought perhaps unconscious, disregard of what might be popular or expected of her. She has written the things that she wanted to write, that she felt most closely allied to and though they were apparently limited in appeal the amazing thing is that she has done them so well that she has swept in a large public. It is without doubt her refusal to make concessions either in subject matter or handling that has won her public and that public large enough to gain for her a place on the lists of best-selling authors writing for children.

She knows the child-mind and knows how it resents being catered to. She has had the wisdom to hazard that what she wants to write children want to read even though her books be far less usual and hackneyed than the books that seemed to have the best sales possibilities to children's departments. The result is she has gone ahead and done them and watched with satisfaction as their sales mounted. She realized early that children hate having their books written down to them. She has carefully

avoided any insult to the child's intelligence, a comparatively easier avoidance in prose stories than it is in poetry. That she has succeeded in both cases is greatly to her credit. Her verse for children is really poetry. It is not merely rhyme and jingle. Consequently all of her books appeal, as all really good juveniles do, to adults as well as to children. It makes the jacket instruction, "For Children from the Ages of 10 to 14," used by some publishers, seem a little silly and undoubtedly makes the adult reader who comes upon it feel a little self-conscious about being so far out of bounds.

Rachel Field grew up in Stockbridge, Massachusetts, a story-book town with ex-



One of Miss Field's own illustrations from "Little Dog Toby," Macmillan



*"Hitty," illustrations by Dorothy Lathrop,
Macmillan*

acting literary standards and a setting and mood that stimulated her to her first love, poetry. She went to school there until she graduated from college at Radcliffe. There her passion for the theatre led her into Professor Baker's Harvard 47 Workshop. New York followed the college years, New York for nine months of the year and a small island in Maine for three. An acquaintance with her books shows how clearly she has identified herself with her settings. Her first book was a collection of poems, *"The Pointed People"* illustrated by herself with silhouettes. The Yale University Press published the book. Next came a book of one-act plays that Scribner brought out, *"Six Plays,"* which contained that now-famous one-acter, *"The Three Pills in a Bottle"* that had already made its appearance in the first series of Harvard 47 Workshop Plays. These were followed by *"Eliza and the Elves,"* stories and verse published by Macmillan, *"Taxis and Toadstools,"* verse, illustrated by Miss Field, published by Doubleday, Page and *"The Magic Pawnshop,"* (illustrated, as was *"Eliza and the Elves,"* by Elizabeth MacKinstry) published by Dutton. In

the meantime she had begun a series of small, thoroughly charming books for Doubleday, Page which were illustrated with her own drawings. These were *"An Alphabet for Boys and Girls,"* *"A Little Book of Days,"* *"Polly Patchwork"* and *"Pocket-Handkerchief Park."* Scribner brought out another book of plays which was called *"The Cross-Stitch Heart and Other Plays."* Macmillan published *"Little Dog Toby"* with Miss Field's own illustrations and honored it by issuing it in The Little Library. Last fall Scribner's brought out her collection of *"American Folk and Fairy Tales"* and Macmillan brought out *"Hitty, Her First Hundred Years"* which was illustrated inimitably by Dorothy Lathrop. *"Hitty"* is the best book Rachel Field has done (that is, in itself, a statement of highest praise) and it has had the best reception of any of her books. There is little doubt but that it will go down as one of the classics of American juvenile literature as the award this week of the John Newbery medal indicates.

1930 has seen the publication of her first book for adults, *"Points East,"* a volume of narrative poems of New England, published by Brewer and Warren. Miss Field is at work on another book for adults and a book of plays for children which Doubleday, Doran will bring out, *"Patchwork Plays,"* dramatizations of a number of her stories. Macmillan will also re-issue *"Pointed People"* which they have taken over from the Yale University Press.



*An Elizabeth MacKinstry illustration
from "The Magic Pawnshop," Dutton*

A Children's Bookshelf

THE NUTCRACKER OF NUREMBERG. By Alexandre Dumas. Illustrated by Else Hasselriis. \$2.50

There has been more than one thrill in planning the children's books for the fall of 1930 for Robert M. McBride & Company. For instance, not once in a blue moon does an editor have submitted to her a volume of Alexandre Dumas that has never before been translated. Needless to say, this dramatic tale of the feud between the Nutcracker and the Mouse-King gains charm, French verve, in its re-telling by Dumas. As for the silhouettes by the famous Danish artist, Else Hasselriis, they are a strikingly appropriate embellishment to a noteworthy book.

THE BOY'S GENGHIS KHAN. By Harold Lamb. Edited and adapted by James Gilman. With decorations by William Siegel. \$2.50

Genghis Khan, as one of the greatest conquerors the world has ever known, will be an especially appealing figure to boys, and James Gilman has made of Harold Lamb's stirring biography a book which should go into as many editions as the original volume. William Siegel, the illustrator, lived in Genghis Khan's country as a boy and his spirited drawings reflect his keen interest in that land of fabulous adventures.

GROW UP TO FLY. By Lloyd George and James Gilman. Illustrated with thirty-five black and white drawings and thirteen full page photographs. \$2.50



We feel that this new book by the authors of "Air, Men and Wings" will be sure to repeat the success of that volume, because in addition to presenting all the

new general developments in aviation, it tells, and tells clearly, everything about gliding, a branch of flying for which these air-minded authors see a great future.



THIS WOODEN PIG WENT WITH DORA. By Walter Lindsay. Illustrated by James Reid. \$2.00

A delicious story with some of the best verse interpolated here and there that we have seen since "Alice." We chose James Reid to do the illustrations because we thought that he had just the right feeling for this kind of book and his pictures of the pig in moods both grave and gay have more than justified our selection.

PETER, PATER AND PIXIE. Written and illustrated by Gertrude A. Kay. \$2.50

Gertrude Kay is so well known as an illustrator that it is a doubly joyful experience to have her appear on one's list as a writer. Her book will be a delight to small children both for its gorgeous coloring and its charming story of a happy time spent by three children in a New England village.

THE SHEPHERD AND THE DRAGON. *Fairy Tales from the Czech of Bozena Nemcova.* Translated and edited by Eleanor Ledbetter. \$2.50

We knew that when Mrs. Ledbetter, librarian of the Czech branch of the Cleveland Public Library, made a selection of Nemcova's stories the result would be an exceptional volume. Combined with the illustrations of Joza Uprka, Czechoslovakia's most distinguished painter, they make a book worthy to be placed with the very cream of folklore.

ROBERT M. McBRIDE AND COMPANY

from the Brick House

THE HEROES; or Greek Fairy Tales for My Children. By Charles Kingsley. With illustrations by Helen Kihn. \$2.00

A new edition of this well-loved classic for children that would be both attractive and moderately priced was suggested to us by the Chief of the Children's Department of a large city library. We feel that Helen Kihn's decorations have the dignity, vivid strength and that pure Greek feeling that are so characteristic of Kingsley's beautiful text.

HOOFBEATS IN THE WILDERNESS. By Arthur M. Baker. \$2.00

We might have thought this just another pioneer story for boys had not Dave Collins' horse with his pure white coat caught our fancy in the very first chapter. The book is as much his story as that of the boy and their adventures in the Indiana Territory before the coming of permanent settlers make stirring fine reading.

A TERRIER'S TALE. By Olwen Bowen. Illustrated by Mary Ponton Gardner. \$1.50

In our library experience we never found enough dog stories for little children, so that this tale of Mr. Woggins and his escapades seemed to us to fill a real need. Children will enjoy every word of his winning pranks, and the lifelike pictures Mary Gardner has drawn of him.

IN THE LAND OF THE LION. By Cherry Kearton. With over 70 illustrations.



Listed recently by the A. L. A. as an adult book suitable for boys, there seemed every reason for placing this directly before the boys them-

selves. Vivid in its narrative, graphic in its illustrations, it is as fine an animal book as has appeared for some time. We are proud to include this on our children's list this year.



THE BOOK OF THE SHIP. By G. Gibbard Jackson. Illustrated with fourteen pictures in color and more than fifty black and whites. \$2.00

The sea and ships will never lose their magic for boys, whatever strides aviation may make. This book, we feel, gives a fine resumé of the history of ships from the earliest time, with particular reference to the developments of the last century.

FEATHERLAND. Written and illustrated by Etta Corbett Garson. \$1.50

THE BIRDS BEGAN TO SING. By Anna Bird Stewart. Illustrated by Margaret Johnson. \$1.50

Two books about birds, the former a story, the latter a book of verse, which we issued this spring. Each in its own way is appealing and should prove to be good items to add to a nature shelf.

Carol Wilford

Editor, Children's Book Department

PUBLISHERS · 7 WEST 16th STREET · NEW YORK



HOUGHTON MIFFLIN COMPANY
PRESENT THE FINEST LIST OF
CHILDREN'S BOOKS THAT THEY
HAVE EVER PUBLISHED



MOTHER GOOSE LAND

Text by James Norman Hall, thirty pictures by Herman I. Bacharach. Ages 5 to 8. \$1.75

SUSIE SUGARBEET

Text by Margaret Ashmun. Pictures by Maginel Wright Barney. Ages 8 to 10. \$2.00

TINA MINA

Text by Dorothy Mayer. Pictures by Robert Nathan. Ages 5 to 8. \$1.50

MORE ABOUT ME

Text by John Drinkwater. Pictures by H. M. Brock. Ages 6 to 9. \$2.00

A LITTLE MONEY AHEAD

Text by Elsie Singmaster. Pictures by Hubert Rogers. Ages 12 to 16. \$1.75

HAVING FUN

Text by Isa L. Wright. Pictures by Hildegard Woodward. Ages 5 to 8. \$1.25

FIVE LITTLE KATCHINAS

Text by Elizabeth Willis DeHuff. Pictures by Fred Kabotie. Ages 6 to 9. \$1.50.

LITTLE RAG DOLL

Text by Ethel Calvert Phillips, eighty pictures by Lois Lenski. Ages 6 to 9. \$2.00

THE BOY FROM THE WEST

Text by Arthur Stanwood Pier. Pictures by Kleber Hall. Ages 12 to 16. \$1.75



THE INDIAN TWINS

Text and Pictures by Lucy Fitch Perkins. Ages 7 to 10. \$1.75

THE GREEN DOOR

Text by Eliza Orne White, Scissor-cuts by Lisl Hummel. Ages 7 to 10. \$2.00

JUDITH LANKESTER

Text by Marjorie Hill Allee. Pictures by Hattie Longstreet Price. Ages 10 to 15. \$2.00

OPENING DAVY JONES'S LOCKER

Text by Thames Williamson, thirty pictures by Hubert Rogers. Ages 10 to 16. \$2.00

MOTHER CAREY'S CHICKENS

Text by Kate Douglas Wiggin. Pictures by Elizabeth Shippen Green. *Riverside Bookshelf*. Ages 12 to 16. \$2.00

TWIN UMBRELLAS

Text by Marjorie Wilson. Pictures by Mary Ball. Ages 5 to 8. \$1.75

SUN GOLD

Text by Alice Cooper Bailey. Pictures by Loretta and Prentice Phillips. Ages 12 to 16. \$2.00

THE WHITE BEAVER

Text by James Willard Schultz. Pictures by Rodney Thomson. Ages 12 to 16. \$1.75

COME ALONG

Text by Josef Berger. Pictures by Dorothy Thomas. Ages 6 to 8. \$2.00

Children's Books From England

Agnes Judkins

Children's Librarian, Brooklyn Public Library

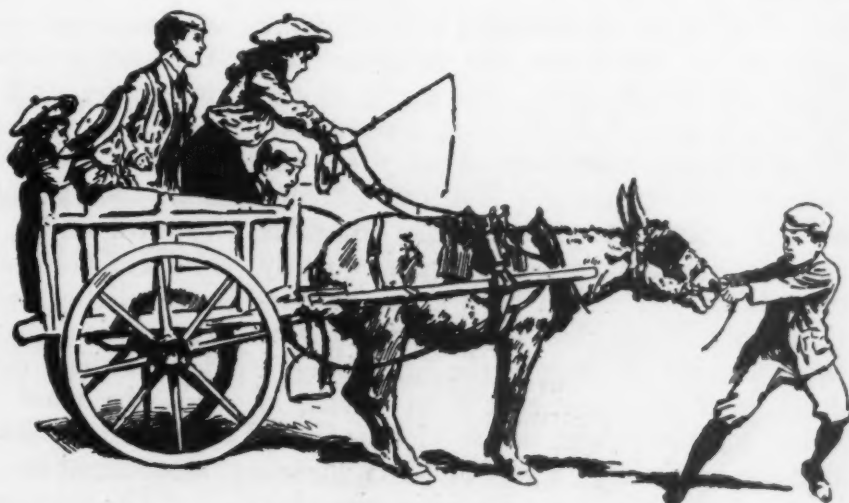
WE are attempting to take a look at a few of the children's books which will picture life in England, books written by English authors since 1900; we assume that we shall value each for its intrinsic worth as a story. The fact that its scenes are English makes a story neither better nor worse than as if they were South American or Asiatic. If its characters are wooden, no amount of zeal for world friendship can make them live and breathe. If, however, they truly reflect life, the interplay of human emotions, the bright pageant of childhood's world, they become living and lasting friends entitled for their own sake to a place in American children's hearts. Is there something inherent in English home and school life that has a bracing quality that boys and girls need, something to add to the variety and delight of their experiences and help to complete their picture of the universe? The more we can discover what needs such narratives satisfy, the more worth while it will seem to try to find out what magic will produce in our children the mindset that will make them aware that they want one or another of these books and to detect the one rare moment when the adventure of reading it will be most acceptable.

In the first place, since we are discussing stories of approximately the past thirty years, many on the list seem not so very modern. Some are in spirit akin to the books of older story-tellers who made such generous contributions to juvenile literature. They wrote from a still center within themselves about a household life that sprang from a familiar source. Our more rest-

less generations cannot do without these lasting and precious experiences even if they must have them by proxy through reading.

But the quiet and stabilizing element is far from being the only one in the books of our group, for almost without exception, they reveal a life that is lived with energy and resourcefulness as attractive and glorious.

Almost without exception, the high spirited young folks of these English stories have that completely democratic attitude that belongs naturally to all children just as it does to the people in folk-tales. Social status plays no part in the choice of those upon whom a child bestows his love and admiration. You know that he is quite at home in the fairy tale surroundings where the shepherd boy knocks at the palace and the king in all his royal robes comes to open the door for him. Of course all children very early in life learn notions other than this, but a book in order to be really a child's story must have that elemental quality of unconscious democracy. The fact that these young Britishers happen to be of a class that is brought up by nurses and servants or in a huge boys' school does not alter that outlook. If some of our little nurses to younger



From "The Bastable Children," Coward-McCann

brothers and sisters can extract a little feeling of vicarious grandeur from reading about it all, may it make them happy as was Billy Barnicoat when he was "wogging" along with his imaginary gold-headed cane and sword. He is the embodiment of democracy even though credited as all of his kind have always been, with being a little "beside himself."

Except for a few matter-of-fact tales, all of these make fearless excursions into that part of life that lies in a territory so familiar to Billy Barnicoat, that part of our minds that lies just beyond the fringe of consciousness but is recognized by even the most hard-headed psychologists as essential to our being. E. Nesbit has her own brand of phantasy, Kipling and Masefield each has his, Dr. Greville MacDonald has the imagination of his father, George MacDonald, transformed into a kind that belongs only to himself; and I really suspect E. V. Lucas of being the greatest dreamer of them all. Even the authors who pretend to keep their characters in the nursery allow them all sorts of treats in the way of "making believe" and the delightful game of making mysteries. This is only a roundabout way of saying that most of these English books are most enticing invitations into the delights of an unseen world. Without the capacity for that sort of companionship no one could endure modern life or be very useful to society.

Interwoven with this atmosphere of fancy, that is in most cases convincing, there is usually a gay humor, the pervasive spirit of Puck. Sometimes it is just a little whimsy or a pun or a child's mistaken use of a word. Sometimes it is only the surprise we get from the shocking language of the children. So many of the books are written in the first person, that there is an excellent opportunity for the comic in the frankness and transparency of the young journalist. The Bastable children in Bland's books are frequently convulsing. It would be a crime to continue to analyze this happiest feature of them all, for, of course, the first thing it does under this treatment is to vanish, as it has a perfect right to do. I know only that we never have half enough children's books that have humor within the children's understanding. Only a week ago a little girl asked me if we gave out "Mutt

and Jeff" books and "Bringing Up Father" at twelve o'clock on Saturdays. It is true that those tonic volumes had made a visit to the children's room that morning. During the same week, I collected "The Strange Adventures of Miss Annie Spragg" when I was clearing up tables in the same room. Apparently the antidote of wholesome humor need never go begging with us.

Almost inseparable from the Land of Pretend and of Fun, is the fairy gift of appreciation of the common things around us, especially of nature. The travellers in the "Slow Coach" found exhilaration in their contacts with the countryside and with chance acquaintances. Vachell says in "The Hill," when Young Verny sings before the school: "The first verse sung feebly and with wrong phrasing and imperfect articulation revealed the quality of the boy's voice; and this quality Desmond recognized as he would have recognized a fine painting or a bit of porcelain. All his short life his father had trained him to look for and acclaim quality, whether in things animate or inanimate." Masefield sums up the charm of nature and of living things in his "Book of Discoveries" with these statements:

"There is no greater delight on earth than to enter another brain by an act of the imagination."

"Each little bit of the world is beautiful and interesting unspeakably.—That is why I have tried to show you a little (only a very little) of what is in the country here. I have tried to make you look closely at certain parts of it, for I am quite sure that the more closely you look at a thing, the more interesting it becomes to you, and the more interesting it becomes to you, the brighter your brains will get. All wisdom and all progress come from just that faculty of looking so closely at a thing that you can see its meaning as well as its appearance."

It is unfair to Masefield to quote his sermonizing without also a bit of his own description that proves that he not only knows these delights, but has a power to describe what he sees on land or water that excels that of any author in books represented on this list.

"The darkness of the thicket, too close for the sun to pierce, was full of mystery. It was all very still there, much too still

COWARD-McCANN

CHILDREN'S BOOKS FOR FALL



WALLIE THE WALRUS

By Kurt Wiese

The adventures of Wallie, the baby Walrus. A wise and tender book about growing up. *Elaborately illustrated.* \$1.50

SPARKY-FOR-SHORT

By Martha Bensley Bruère

The exciting tale of a Lost Boy who escapes over the radio. *Silhouette Illustrations by the Author.* \$2.00

TELL US A DICKENS STORY

By Mortimer Kaplan

Dickens' great children's stories retold simply for younger children. *Illustrated.* \$1.75

MIRTH AND MYSTERY

By A. Frederick Collins

A treasure-trove of tricks and magic. *Illustrated.* \$2.00

FOLK TALES OF ALL NATIONS

Edited by F. H. Lee

Nearly 1000 pages representing more than 60 races or countries. \$3.00

And Of Course **MILLIONS OF CATS** and
THE FUNNY THING {\$1.50 ea.} By Wanda Gág

GREEN ISLAND

By George Biddle

How Moerai, Uraponi, and Popoti the Cockroach, three merry Tahitian children, kept house for an American artist. *Beautifully illustrated.* \$2.50

RED MAN'S LUCK

By Constance Lindsay Skinner

The breathless adventures of Luck, a white boy living with the Blackfeet Indians. *Illustrated* \$2.00

PEGGY OF OLD ANNAPOLIS

By Hawthorne Daniel

Author of The Seal of the White Buddha

The story of a girl and a carrier pigeon's part in the American Revolution. *Illustrated.* \$2.00

THE FIVE CHILDREN

By E. Nesbit

Author of The Bastable Children

Containing "Five Children and It," "The Phoenix and the Carpet," and "The Story of the Amulet." *Illustrated.* 800 pages. \$3.00

MOTHER GOOSE

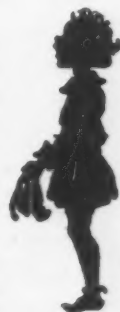
Elmer and Berta Hader Edition

Always new, always delightful. A colorful edition with gay and humorous drawings. The perfect gift. \$3.50
Limited Edition, 500 copies. \$10.00

THE FOREST PARTY

By Louis Moe

A fantastic tale of the animals' picnic with the Forest King. *Illustrated in color and black-and-white.* \$2.00



COWARD-McCANN • 425 Fourth Avenue • NEW YORK

to be good. The water wapped along the shore as the wind sent it slapping. The thicket shivered a little and fell still. There seemed to be no birds in that island—An awe of the place touched the boys to the sense that they were trespassing."

He tells what he sees with entire simplicity and accuracy yet wraps a certain atmosphere about the place. Of course it is not merely the woods and waters of to-day that he gives us eyes to see, but the ancient Picts and Romans as they went about their business on what is now an English hillside.

Like Masfield's highly practical Mr. Hampden, Kipling's Puck, the impish, told Dan and Una, "I know it's your meadow, but there is a great deal more in it than you or your father ever guessed."

Who would not like to have the luck of little Dickie Harding and change at will into the times of King James, or a magic carpet and a Psammead so that one could chat with some one in pre-dynastic Egypt or a queen of ancient Babylon? We cannot hope to see the wonders of the world at first hand as did Billy Barnicoat and the twins Jack and Jill, but next to having a Merrymaid friend of our own or a Smiling Mary apple tree, we can ask nothing better than to know Greville MacDonald's lovely children.

Out of all the books that people devour wholesale, there must be some for leisurely reading, some chapters or paragraphs that make us pause involuntarily as they lead our minds off into hitherto-undiscovered countries. If there are any books that provoke the reflective turn of mind in children, those are the greatest gift that the library can make to them or to society. We are facing to-day the criticism that we read in quantity the thoughts of other people to escape having any thoughts of our own, and then naively tell others what we think, when we mean only that we agree with what the writer of the latest book thinks. I was impressed with something written by William Heyliger, though it was but a bit of advertisement. In speaking of books for boys, he said,

"Real literature must be touched with a contemplative quality. Like life it must have its moments of retrospection. Like life, too, it must have its quiet periods, its harmonies, its evenings by the fireside,

if only to serve as heightening contrast to those hectic passages where all is touch and go." He goes on to say that, although boys enjoy rapid action, they find great interest in the problems of their heroes, provided they echo the puzzling questions that are touching their own experience. We have some very sincere writing of this sort in Vachell's "The Hill." It is partly this characteristic that gives it a variety unusual in a school story and lifts it above Turley's "Maitland Major and Minor" and "Godfrey Marten, School Boy." In these latter we find one side only of boy nature, the young savage of the red Indian stage of development, engaged always in physical combat and glorying in his hatreds and loyalties. Of course "Billy Barnicoat" and "Count Billy," especially the latter, are pre-eminently accounts of battles fought and won in the mind and heart. He, more than any other of our characters, was at ease in stepping aboard his more radiant self and at the same time remaining an adorable everyday child. We never feel repelled by dogmatizing, because all of his doings are so enveloped in the marvelous that is also naturalness.

There is one note that is dominant in continental literature for children, but is practically absent from books published for them in the United States. We have to look to Europe for the book in which the child hero or heroine excels in kindness rather than in the more aggressive forms of leadership. Our own stories always put a premium on the success of the individual, whether shown in popularity or in recognized achievement. It is true that French and Italian tales sometimes stress pity to the extent of becoming morbid or even melodramatic. There is a middle ground to be found in some of England's gifts to us, such as E. V. Lucas' "Anne's Terrible Good Nature and Other Stories."

We certainly owe to the authors under consideration a heritage from their predecessors of things that are permanent and timeless, a sense of the identity of courage, exertion with a full life, an accurate picture of childlike democracy, a very convincing setting of magic that children and primitive people have always found necessary, many sorts of humor, the value of appreciation of the common things about us.



By EDYTH KAIGH-EUSTACE

Introduction by

KERMIT ROOSEVELT

Illustrated by

PAUL BRANSOM
and DON NELSON

Jungle Babies

An Outstanding New Juvenile

Baby Lion and Baby Elephant and fourteen other African jungle babies tell about themselves and their parents through the pen of Edyth Kaigh-Eustace, explorer and lecturer. Colored illustrations by Paul Bransom and many pen-and-ink drawings by Don Nelson, admirably support the text.

Says Kermit Roosevelt in the introduction, "Jungle Babies represents a very happy combination of author and artist. It must be evident to any

reader that Mrs. Kaigh-Eustace is thoroughly acquainted with her subject and writes from a sympathetic knowledge acquired on the ground."



Edyth Kaigh-Eustace
Author



Don Nelson
Illustrator



Paul Bransom
Illustrator

Other Juvenile Leaders for Fall

CIRCUS BABIES

By Elizabeth Gale
Illustrated by John Dukes McKee
August 1 \$2.00

JOLLY ANIMALS

By Eva Roe Gaggin
Illustrated by Keith Ward
August 1 \$2.00

TOBY'S GOBLIN

By Elizabeth Howard Atkins
Illustrated by Uldene Trippe
August 1 \$1.50

TOPSY TURVY'S PIGTAILS

By Bernice G. Anderson
Illustrated by Esther Friend
August 1 \$1.00

GOOD GAMES

By Jean Hosford Fretwell
Illustrated by Keith Ward
Now ready \$2.00

THE RAGGEDIES IN FAIRYLAND

By Sherman Ripley
Illustrated by Harrison Cady
August 1 \$1.75

Ready
August 1
\$3.00

RAND McNALLY & COMPANY

Publishers

NEW YORK

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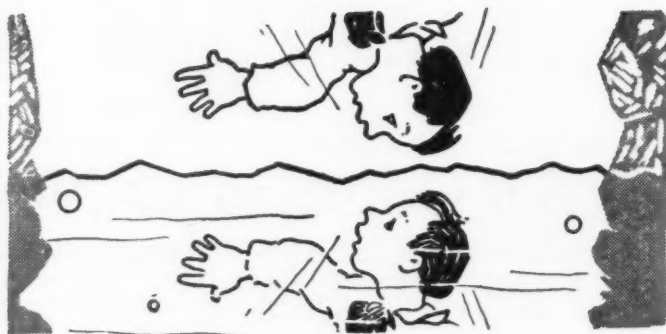
SAN FRANCISCO

"DING DONG BELL
Pussy's in the well
Who put her in?
Little Tommy Lynn"

ah...but
did you know
that TOMMY
fell in
the
well,
too?

TOM and MOT

by Max Trell



the "inside" story of this hitherto unpublished adventure

We know that today's youngsters will like *Tom and moT* because we bought it on their say-so. Several children of most excellent judgment heartily approved the manuscript before we accepted it.

For comparison, you might say that *Tom and moT* was something of *Alice in*

Wonderland, and we are quite sanguine that it will join that favorite in popularity. But *Tom and moT* is really best in its own right, for fresh humor, delightful inventiveness, and lots of story. Amusingly illustrated by Jo McMahon. Sales appeal for anything in junior clothes.

A juvenile to count on. Our salesmen are now showing it. \$1.50.

COSMOPOLITAN BOOK CORPORATION

Book Interviews With Children

D. S. Patee

of The National Association of Book Publishers

THERE are a great many differences in the technique of selling children's books and books for adults, but probably one of the most important considerations is that of the customer's own interest. When a general book customer comes into a bookstore he is usually looking for a certain type of book. He asks, "Have you the last novel by Donn Byrne? Give me a good detective story? Have you———reviewed in last Sunday's Times?" His interest is the book itself. The children's book customer's interest, is the child for which he is making the book purchase. "Can you suggest a book for a little boy who loves dogs? Have you a story book with large print for a child who is just beginning to read? My little girl has scarlet fever. Have you something amusing that I can read to her?" These are only a few of the questions the children's bookseller hears continually. Only a comparatively few people come to ask for a definite title, and then usually because someone has said that a child had enjoyed it. When the conscientious bookseller attempts to direct every book sold to a particular child, children's bookselling becomes not only serious business but also a thrilling profession.

Though a book-a-month plan had been an institution in our shop for many years, and the list of satisfied customers was continually increasing, the same arrangement had not been worked out for the younger customers. Our book selection plan was not one book for all customers, but the right book for each customer. Realizing the differences in individual children,—ages, tastes, personal book collections, etc., the whole scheme seemed a bit complicated to develop. Then one day, after an entertaining book discussion with a six year old customer in the children's department, the mother gave us the solution. "You know so well the kind of books that Bobbie and Eleanor enjoy, why not send them a book regularly every month? It is not

always convenient for us to get into the shop as often as we would like to, and it will be great fun for the children to have a monthly surprise package."

Such a plan would work out successfully for *these* children for we did know their book interests, and had a general idea of their book collections. Why not arrange some sort of book interview for other children, and build up a mailing list of these youngsters to whom we could give the same sort of personal book service as we offered to grown ups? It had to be a slow process, but this carefully acquired list of names became a very important possession of the department. Not only did it assure a substantial sales figure the first of each month, but also it influenced the buying, it proved our own theories about certain books, and it advertised our department in a most effective way.

The interviews were real experiences. They were never formally staged or definitely arranged. Sometimes a book-a-month subscription came as a result of a friendly book conversation, amounting to an interview, when a mother, so delighted at having found someone who could guide her child to books he liked, received the plan enthusiastically. Sometimes a parent enquired about the plan, but claimed her child was different from other children (Every child is!) and was difficult to interest in reading. We suggested she bring her little girl in some day and let us talk about books. Later she was enrolled.

It is hard to say what actually went on in these conversations, for children can lead one off on such charming trails. First and most important the child had to be made to feel at ease, and if possible to talk freely. Often this was accomplished by sitting down with the child and looking over some book together, thus starting some discussion about the book which can be lead on quite easily by any bookseller who loves and enjoys children. With boys and girls from eight to twelve, it is a bit

more difficult for they are usually somewhat self conscious. A discussion of boy scout interests, aviation, woodcraft, even stamp collecting, can be directed to books gradually. Somewhere in the course of the interview we asked, "How old are you? What is your grade in school? Have you a great many books of your own? What are your favorites? Do you like to have someone read to you? Have you read —, and how did you like it?" Children love to talk about books once they get started, and they are keen critics.

One little girl confessed she liked to act out the stories that she read. That offered a lead for selections. Another made the amazing statement that she "hated" fairy tales. We kept this in mind, but gradually slipped in stories full of imagination and she made no comment. One nine-year old announced that he loved sea stories, like many boys of today, and that gave us an opportunity. Of course we did not always cater to these special interests, but remembering the child's age, where he lived, and something of his temperament revealed in the interview, we shared the season's offerings. One fine phase of the plan was that it allowed us to sandwich in every now and then, some of the older books which children enjoy today quite as much as the new books. We were always careful to say in all our conversations and correspondence, that the plan was not intended to in any way take the place of the child's own fun in selecting books for himself, or the parent's pleasure in choosing books for his children, but supplementary to all this, the book-a-month plan was a form of special service and would insure the development of a child's personal library as he grew up.

Often the interviews were carried on by mail for this plan was a most successful type of mail order production. We did carry on some correspondence with the children themselves, but most of our data was collected through the parents. However in these cases as in them all, our aim and emphasis was knowing the boys and girls themselves. When this acquaintance was satisfactorily arranged, our selections were always happy ones.

The mechanics of the plan were simple. Each child's name was entered in a loose

leaf notebook with address, parent's name or the person to whom the book was to be charged, an approximate monthly or weekly price limit, and as many notes about the interview as seemed important. Each book sent to these children was listed in this book with date of shipment. Many children received more than one book each month, and many wanted to have them come more often. It usually seemed more convenient to the life of a busy bookstore to make the selections once a month and to mark the packages with the proper mailing date. Each book was wrapped attractively and addressed to the child himself. Many adoring aunts and even uncles, found a yearly subscription to this plan a fine solution of a birthday or Christmas gift.

To anyone who finds real joy in choosing books for children the plan was continually exciting. One year a mother in Mexico, to whose children we had been sending books regularly for a long time, wrote that one of her boys was going to spend the summer at a camp (She named the camp) in the east, and that his book should be omitted for a few months. In answering a business inquiry, we mentioned that our shop would probably visit her son's camp during the season with a book exhibit, and hoped that he would call to see us. Months later in the midst of a hectic day at camp, little Michael made himself known. We greeted each other like friends of long standing, and had one of the most interesting book conversations one could imagine. He talked about the books he had liked best, of his brothers and sisters in Mexico, and their interests, how much he looked forward to the bookstore package, and how far they were from any store where books could be had.

The meeting was a culmination of a friendship which had begun four years before in an interview by mail, and had progressed through successful matching of child and books over this period of book-a-month service. As the gong rang for rest hour this adorable seven-year old stood up, and said with a most important air, "Well, good bye Miss Patee! Thanks for the books! I suppose we'll be hearing from you."

MACMILLAN BOOKS

for

Boys and Girls

*Titles from a distinguished
Fall List—now ready*



HOW THE DERRICK WORKS

By Wilfred Jones

Two colors throughout. An interesting departure in books for mechanically minded boys. \$2.00

THE PICTURE BOOK OF SHIPS

By Peter Gimmage

Color pictures and clear interesting text. A perfect vacation book for the whole family. \$2.00

A B C FOR EVERYDAY

By Helen Sewell

A three-color picture book for the very beginner. An alphabet book that follows the routine of a child's day. \$1.50

FINGERFINS: The Story of a Sagasso Fish

By Wilfrid S. Bronson

An amusing picture story book of a small but energetic fish whom the author has studied at first hand. \$2.00

WHEN I WAS A GIRL

By Helen Ferris

Five famous women tell stories of their girlhoods. Selections from the autobiographies of Marie Curie, Janet Scudder, Jane Addams, and others. \$2.50

WHEN I WAS A HARVESTER

By Robert L. Yates

A boy of seventeen tells of his own experiences in Canadian wheatfields. A thrilling picture of a real adventure. \$1.75

These are representative titles now on the market from a new list that contains such names as Sara Teasdale, Dorothy Lathrop, Eric Kelly, Erick Berry, Elizabeth Coatsworth, Esther Brann, Helen Hill and Violet Maxwell, Mabel L. Robinson, Hawthorne Daniel and others well known in the field of children's literature.



Watch for further announcement of
Macmillan Books for Boys and Girls
1930

THE MACMILLAN COMPANY

NEW YORK BOSTON ATLANTA
CHICAGO DALLAS SAN FRANCISCO



PUTNAM'S

Famous Boys' Books By Boys

New Titles

A BOY SCOUT WITH BYRD

The Scout who went with Byrd to the Antarctic tells his own story of the most extraordinary expedition in history. This book will be the best selling boys' book of the year. 31 illustrations. \$1.75

A BOY SCOUT IN THE GRAND CAVERN

Doug Oliver and his companions explore the oldest and largest cave. 23 illustrations. \$1.75. (October 3)

BRADFORD ON MT. FAIRWEATHER

Bradford Washburn tells of climbing the famous 15,330 foot high Alaskan peak. 31 illustrations. \$1.75. (November 7)

FROZEN IN

Clarke Crichton, Jr., describes the "freezing in" of the *Nanuk*, the vessel which he was aboard when the famous aeroplane pilots, Ben Eielson and Earl Borland lost their lives in attempted rescue. 23 illustrations. (September 19) \$1.75

New Girls' Books By Girls

DOWN THE COLORADO INTO MEXICO

By Mary Remsen North

The journal of a Lone Girl Scout who cruised down the lower Colorado River and crossed the deserts of Lower California. 32 illustrations. \$1.75

EVERY WHICH WAY IN IRELAND By Alison Barstow Murphy

A girl Scout travels in Ireland. 32 illustrations. \$1.75.

ROY ANDREWS- DRAGON HUNTER

By Fitzhugh Green

The story of one of the greatest living explorers and his dangerous expeditions. He has risked his life among bloodthirsty bandits and blinding sandstorms. Both men and boys will want this book. 31 illustrations. \$1.75.

(September 5)



JUNGLE BABIES

By Mrs. Martin Johnson

The younger generation of African animals storied and photographed by a famous explorer. 22 illustrations. \$1.75.

(August 15)

ANDRE

By Bertha B. & Ernest Cobb

A young French boy exploring in America with Champlain. 26 illustrations. \$1.75. (September 5)

G. P. PUTNAM'S SONS

2 West 45th St., New York



An unusual book, from The Oxford University Press, is "This Way and That," a book of singing games compiled and illustrated by Edna Potter

Summer Juveniles

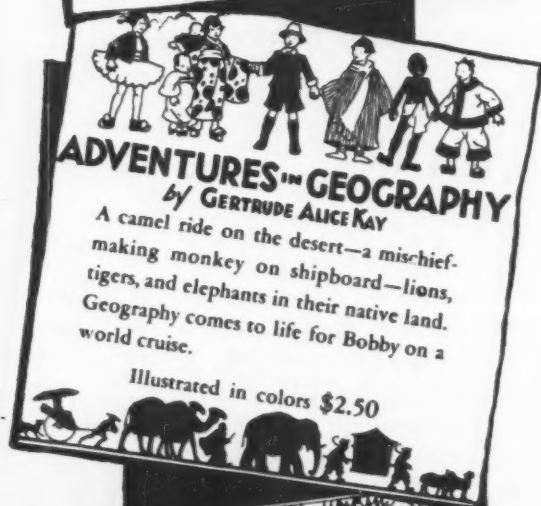
THE present summer season and that of the approaching fall are and will be enhanced by the names of well-known and famous authors and illustrators of children's books. Lois Lenski, who created the traveling twins Jimmy and Joan and took them through "The Wonder City" (Coward-McCann) last fall, now recounts their adventures in "The Washington Picture Book," Coward-McCann. Elizabeth Coatsworth's latest "The Boy with the Parrot," a story of a small boy in Guatemala, with pictures by Wilfred S. Bronson, comes, as did "The Sun's Diary," from Macmillan. Dhan Gopal Mukerji, author of the now well-known Indian stories for boys and girls has a new one "Rama: The Hero of India" scheduled on the Dutton list for August. The illustrations of the Mukerji books, done in succession by such accomplished artists as Boris Artzybasheff ("Ghond the Hunter"), Mahlon Blaine ("The Chief of the Herd") and Kurt Wiese ("Hindu Fables"), are always a great attraction and this time they will be executed by the French artist, Edgar Parin D'Aulaire. Kurt Wiese himself contributes two new books to the summer output. One, a picture-story-book called "Liang & Lo" (Doubleday, Doran) concerns itself with Liang, the son of a Chinese tea merchant, and Lo, a small heathen

Chinee who lives on a buffalo. Mr. Wiese's illustrations, in color, are particularly distinguished for their vigor, humor, and for the characterization of the Chinese buffalo. Coward-McCann also include a Wiese book on their fall list of books for children,—"Wallie the Walrus" is a "wise and tender book about growing up" with illustrations. Lynd Ward, America's first wood-cut novelist ("Gods' Men," Cape and Smith) has done "The Cat Who Went to Heaven," to be issued by Macmillan in the fall, all about a cat and an artist in China, long ago. Farrar & Rinehart announce among their first "small and carefully selected series of juveniles" "Stop Tim" by Mary McNeer and Lynd Ward,—a picture book about a little automobile and its driver. Houghton Mifflin presents "More About Me" by John Drinkwater, pictures by H. M. Brock; "Mother Carey's Chickens" by Kate Douglas Wiggin, pictures by Elizabeth Shippen Green.

Whimsical illustrations by Berta and Elmer Hader make "Baby Bear" and "Little Elephant" by Hamilton Williamson (Doubleday, Doran) most attractive for small children. Also, Helen Sewell's three color "A B C for Everyday," from Macmillan, strikes the unusual note for children just beginning to read.

Europe is represented this summer by

NEW VOLLAND BOOKS



To Help YOU Sell More Volland Books

This Advertisement Will Appear in

Child Life

November and December

The same books will be advertised in 2-column spaces of 4 big newspapers over 8 weeks of your busiest selling season:

Adventures in Geography

TO RUN 12 TIMES:

- Sun. Nov. 2—*New York Times*—Book Review Section
- " " 16—*New York Times*—Book Review Section
- " Dec. 7—*New York Times*—Book Review Section
- " Nov. 9—*New York Herald-Tribune*—"Books"
- " " 23—*New York Herald-Tribune*—"Books"
- " Dec. 14—*New York Herald-Tribune*—"Books"
- Sat. Nov. 1—*Chicago Tribune*—Book Page
- " " 15—*Chicago Tribune*—Book Page
- " Dec. 6—*Chicago Tribune*—Book Page
- " Nov. 1—*Boston Transcript*—Literary Section
- " " 15—*Boston Transcript*—Literary Section
- " Dec. 6—*Boston Transcript*—Literary Section

The Red Eagle

TO RUN 8 TIMES:

- Sun. Nov. 9—*New York Times*—Book Review Section
- " " 30—*New York Times*—Book Review Section
- " " 16—*New York Herald-Tribune*—"Books"
- " Dec. 7—*New York Herald-Tribune*—"Books"
- Sat. Nov. 8—*Chicago Tribune*—Book Page
- " " 29—*Chicago Tribune*—Book Page
- " Nov. 8—*Boston Transcript*—Literary Section
- " " 29—*Boston Transcript*—Literary Section

Raggedy Ann in the Deep Deep Woods

TO RUN 8 TIMES:

- Sun. Nov. 23—*New York Times*—Book Review Section
- " Dec. 14—*New York Times*—Book Review Section
- " Nov. 2—*New York Herald-Tribune*—"Books"
- " " 30—*New York Herald-Tribune*—"Books"
- Sat. " 22—*Chicago Tribune*—Book Page
- " Dec. 13—*Chicago Tribune*—Book Page
- " Nov. 22—*Boston Transcript*—Literary Section
- " Dec. 13—*Boston Transcript*—Literary Section

THE P. F. VOLLAND CO.

JOLIET, ILLINOIS

NEW YORK CHICAGO BOSTON

two books; Luigi Capuana, an Italian favorite, has "Golden Feather," translated by Dorothy Emmrich, a collection of fairy tales, on the Dutton list, while "The Amber Bead" by Toni Rothmund has been translated from the German for Longmans, Green by Winifred Katzin. The first of these two Continental juveniles has been illustrated by Margaret Freeman; the second by Ernest Kutzer.

Of adventure books for boys the forthcoming "A Boy Scout with Byrd," by Paul Siple who accompanied the South Pole Expedition, will undoubtedly hold the greatest amount of interest for readers. Putnam's are the publishers. "The Last Continent of Adventure," a book which might be read by older boys, from Dodd, Mead, includes the Byrd Expedition along with other Antarctic exploits. The author is Walter B. Hayward. A. L. Burt Company has published a Byrd book by Coram Foster, "Rear Admiral Byrd and the Polar Expeditions," with 16 full page illustrations and the latest antarctic chart. "The Boys' Book of Exploration" by J. Harris Gable is from Dutton, while Longmans, Green have issued a most attractive story of the



From "The Tale of the Warrior Lord" by Merriam Sherwood, decorations by Henry C. Pitz. Longmans



HARPER & BROTHERS PUBLISHERS

A book of verse by James S. Tippet, with illustrations by Elizabeth Tyler Wolcott

Cid, the 11th century Spanish crusader, "The Tale of the Warrior Lord." Translated from "El Cantar de Mio Cid" by Merriam Sherwood and decorated by Henry C. Pitz in striking wood-cuts, this is one of the finest in format of books for older children. Another adventure book is "Lost Treasure; True Tales of Hidden Hoards" by A. Hyatt Verrill. Appleton is the publisher. Stokes offers for boys "Amundsen: The Splendid Norseman" by Bellamy Partridge and "Jim Davis" by John Masefield, popular edition.

"The younger generation of African animals" is well taken care of in two books of the same title,—*"Jungle Babies."* Both appearing in August, the first is from Rand McNally, by Edyth Kaigh-Eustace; the second from Putnam, by Mrs. Martin Johnson.

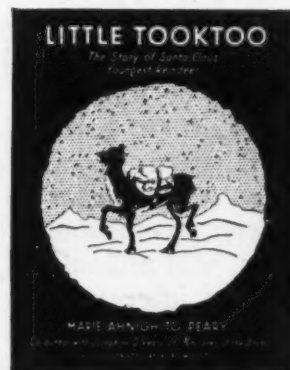
Harper issues Zane Grey's "The Wolf Tracker" in the Round Table series, with illustrations by Kurt Wiese, and a book of verse "I Spend the Summer" by James S. Tippet. Wilfred S. Bronson has done "Fingerfins," the tale of a Sargasso fish, for Macmillan.

WILLIAM MORROW & Co.

JUVENILES

LITTLE TOOKTOO*The Story of Santa Claus' Youngest Reindeer**by Marie Ahnighito Peary*

Marie Peary is the daughter of Rear-Admiral Peary, and the heroine of a famous book, *The Snow Baby*. She has written an unique Christmas book for children—about the adventures of a little reindeer in the Arctic region and later, at Santa Claus' workshop. 2 colors throughout with many drawings and five pages in 3 colors by Kurt Wiese. Sept. 18. \$2.00

**The ANIMALS CAME IN***by Janet Smalley**Author of Rice to Rice Pudding, etc.*

Miss Smalley has taken a well-known song as the basis of her latest book. She has made up gay new verses and painted bright pictures to show what happened when Noah summoned the animals to the Ark. Sept. 4. \$1.75

The NEEDLE in the HAYSTACK*by John Matheson*

Billy and Jean, the very real twins, discover that a needle is not the only thing to be found in a magic haystack. On this search they have thrilling encounters with rollicking pirates and light hearted savages. *Illus. by Edgar Parin D' Aulaire, those in color (8) being printed in offset lithography.* Oct. 2. \$2.50

HANSEL THE GANDER*by Katharine Kuebler*

Elsa had brought Hansel up from a tiny yellow gosling. When he disappeared she set out to find him, and had many adventures by the way. *Fully illus. with black and white drawings and four-color pastel sketches by Ilse Bischoff.* Sept. 4. \$2.00

PANCHO and HIS BURRO*by Zhenya & Jan Gay*

The story in words and pictures of one day in the life of a Mexican boy. A colorful picture of the life and customs of our young neighbors south of the Rio Grande. *Printed in 3 colors throughout.* Aug. 21. \$2.00

TORNADO BOY*by Thomas C. Hinkle*

Another great horse story of the Old West. The experiences of Tornado Boy will delight all who relish a swift-moving tale of adventure. *With Jacket, endpapers, and 4 illustrations by J. Clinton Shepherd.* Aug. 21. 12 mo. \$2.00

FIFTY PICTURES TO COLOUR

Fifty charming pictures of all types waiting to be painted by the children. Aug. 21. \$0.60

An adult book that is also a favorite among boys and girls is:

The Life Story of Birds*by ERIC FITCH DAGLISH* \$3.00**WILLIAM MORROW & CO. 386 Fourth Avenue, New York***Canadian Representatives: McClelland & Stewart, 215 Victoria St., Ontario*



From Elizabeth Coatsworth's *"The Boy With the Parrot,"* Macmillan, drawing by Wilfred Bronson

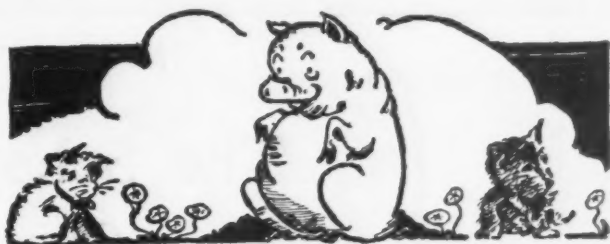
A series of three excellent books from Macmillan called "The Wonder Road" comprises Book One, "Familiar Haunts," containing old favorite stories for children; Book Two "Enchanted Paths," a collection of tales less familiar though equally important; Book Three, "Far Horizons," fairy tales collected from both ancient and modern sources. Edited and selected by Edwin D. Starbuck and Frank K. Shuttleworth, these volumes should help form a solid basis for the child's library. In format and illustration they are all three most attractive, the jackets on each being the same design, executed by Henry Pitz, as are the end papers in each volume. Pitz also has done the illustrations for the third volume, while the pictures in one and two were drawn by Harold Sichel. Prof. Starbuck is the author of "Guide to Literature for Character Training" and is also professor of philosophy at the University of Iowa.

A selection of the Children's Book Club is "The Rabbit Windmill" stories for holidays and other days by Elizabeth T. Dillingham, published by Winston. Two useful Lippincott books are "Hobbies for Girls" by Mabel Kitty Gibbard and "Hobbies For Boys" by G. Gibbard Jackson. Both are well

illustrated. One of those books which serves as reading matter for both older children and adults is "When I Was a Harvester" by Robert L. Yates (Macmillan). It is the first-hand story of Bob Yates' summer as a member of a wheat-harvesting gang in the Canadian Northwest. It has in it those elements which the older boy enjoys,—the testing of physical endurance, the bloody fist-fights, Bob's dog Ronno and their fight with a pack of wolves,—in short all the characteristics of a real adventure.

For the modern young lady of thirteen "Betty Bradford; Engineer" by Mary Montague Davis, illustrations by Ruth King, may provide some thrills. Mrs. Davis is also the author of "Dr. Pete of the Sierras." (Macmillan).

"Angus and the Ducks" by Marjorie Flack is a picture book about a Scotch

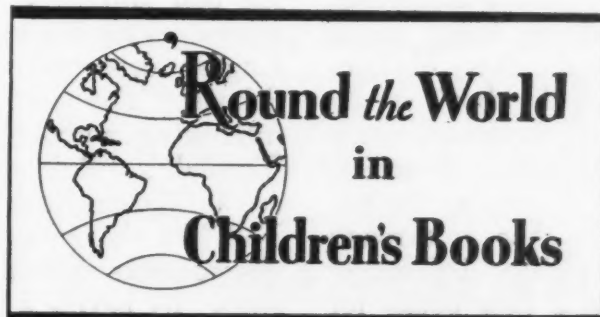


"All About Patsy" by Mary Phipps, Doubleday

terrier, to be issued in August by Doubleday, Doran. Angus's escapades are somewhat reminiscent of those of Edwina's famous dog Sinbad who capers across the pages of "Life." A pirate story by Sabra Conner, based on the career of a colorful historic buccaneer, is "Captain Redlegs" from Reilly & Lee.

A bird book published by McBride is "The Birds Began To Sing" verses by Anna Bird Stewart. "Peter Pocket's

Luck" by May Justus is about an orphan in a Tennessee Cabin. May Justus teaches in a mountain school. This is the second Peter Pocket book, the first being "Peter Pocket." Doubleday issues the book in August.



An N. A. B. P. Children's Book Poster



In a Montclair, N. J., School Library

The School Library

Quail Hawkins

ONE of the important outlets which has been developing rapidly in the last few years is the school library. High school libraries of course, have been common for some time, but with the development of junior high schools, and the awakening interest among the Parent-Teacher Associations, libraries for children are assuming a more important aspect.

By personal contact with the active leaders of the Parent-Teacher groups, with the school board and the teachers themselves, the bookstore can encourage this business. In this work the trained saleswoman is essential. Her knowledge breeds confidence in those who are selecting the books, and if she is clever, she can make these libraries an important addition to the shop's steady customers, because of the confidence established in her personal judgment and integrity.

An excellent method of keeping the key people in touch with the shop, is through a monthly form letter telling informally about interesting old and new books for children, authors, illustrators, and so forth. Mimeographed copies are quite easily and

inexpensively made. Teachers are always being asked by parents for lists of good books, and the knowledge furnished by the local bookseller to the teacher, often results in new customers. Indeed, one large children's book room found this by far the most successful method of advertising, and had direct results, customers even bringing the list into the shop.

Another way to arouse interest in the children's department among schools and Parent-Teachers is to persuade them to sponsor contest-reading or essay contests. Offer a prize for the boy or girl who makes the best anthology of his or her favorite poems. This can be arranged through the English department of the Junior High Schools. The prize can be a copy of some interesting anthology of poems, such as Teasdale's "Rainbow Gold" or Stevenson's "Home Book of Verse for Young Folk" or the winner could be allowed to choose books up to a certain total from the shop. By having a display of poetry books in the school with the suggestion that some of these have many popular poems, a few



FARRAR & RINEHART JUVENILES

TALES FROM THE CRESCENT MOON

By MAY McNEER

Illustrated by CHARLOTTE LEDERER

Charming stories for grownups as well as children, based on Turkish and Hungarian legends. With four-colored end sheets, six full page color plates, and 51 black and whites. Dec. 1, \$5.00

FIRST ANIMAL TALES

By EDITH WALKER and DR. CHARLES C. MOOK

Evolution simplified and personalized for children in prose and verse by two members of the staff of the Museum of Natural History. With 30 black-and-whites by Jane B. Bartley. Sept. 5, \$1.50

STOP TIM

By MAY McNEER and
LYND WARD

The enchanting tale of a little automobile, by the author of *Prince Bantam*, with drawings in two colors by the author of *God's Man*, who also illustrated *Little Black Nose*. Sept. 5, \$1.50

PIRATE'S DOOM

By REAR-ADMIRAL
E. R. G. R. EVANS

The most successful serial ever run by *The American Boy*, a pirate yarn with an appeal for boys and grownups as well. Illustrated by Manning deV. Lee. Sept. 5, \$2.00

ALL THE WORLD IS COLOR

By MARGUERITE CLEMENT and MR. & MRS. PIERRE L'HARDY

A dramatic story of the spectrum with 50 illustrations in countless colors, printed by a special French process and each explained in French and English. Miss Clement is the author of *Once in France*, etc. Sept. 5, \$3.50

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12 East 41st Street New York City

1930

NEW BOOKS

1930

GEORGE SULLY & CO., Inc.

114 EAST 25th ST., NEW YORK, N. Y.

READY SEPTEMBER

THE ROMANCE OF OLD GLORY

By ETHEL CLERE CHAMBERLIN

Author of "Heroes of Peace"

A true chronicle of the flags from the time the first European set foot on our shores to the beginning of the present flag. It takes the reader through thrilling days; the discovery of Florida, the coming of the Pilgrims, the stirring events that led up to the War of Independence, through the troubled days and desperate struggle of that war, the War of 1812 and the naming of "OLD GLORY." Written for young people.

Twenty-four inspiring pictures in color by Harold M. Brett. net \$2.50

NOW READY

OUR MOST POPULAR TREES

Their Bark, Leaves, Flowers and Fruit

By LYDIA NORTHROP GILBERT

Here is a very helpful and instructive book of our North American Trees for lovers of nature, students and artists.

Forty-eight full page illustrations in color, showing in detail the tree, bark, fruit, blossom and leaf. net \$1.50

NOW READY

WILD FLOWERS AND STATE FLOWERS OF NORTH AMERICA

By LYDIA NORTHROP GILBERT

In presenting this collection of flower studies to the children and the adult lover of flowers, the author's aim has been to arouse more interest and the thought of personal responsibility which everyone should feel in protecting and preserving the Wild Flower and Plant life of our Country.

112 pages, 48 colored plates. net \$1.50

READY SEPTEMBER

OLD MOTHER EARTH AND HER FAMILY

By MILTON GOLDSMITH

This fascinating book for boys and girls of from 10 to 16 years describes our Earth, its physical features, its countries, its people, in a humorous narrative manner. It takes the reader on a trip around the world and brings him back, richer in experience and wisdom. Profusely illustrated.

12mo, cloth. net \$1.50

NOW READY

ADVENTURES OF FAIRY TINKLE TOES

By ELSIE-JEAN

The life of Grasshopper Green, Mistress Honey Bee and Lady Butterfly are all woven into a fascinating background for the adventures which Fairy Tinkle Toes has when she runs away from her home and visits the green meadows. The author relates just enough of the facts of insect life to interest the young reader and weaves a fascinating story in between.

12mo, cloth, fully illustrated and colored wrapper. net \$1.25

NOW READY

CHEMICAL MAGIC

By JOHN D. LIPPY, JR.

A complete and authoritative work on CHEMICAL MAGIC, written by one who has spent his life in the science of chemistry and magic.

The book is divided into nine comprehensive sections covering an Introduction by the famous magician, Howard Thurston; History of Magic, Chemical Fire Mysteries, Chemical Inks and Paints, Miscellaneous Chemical Tricks, Chemical Spiritualistic Effects, Liquid Chemical Effects, More Liquid Chemical Effects and Magical Monologues, with over seventy-five illustrations.

net \$2.00

NEW EDITION

NOW READY

"HELEN'S BABIES"

By JOHN HABBERTON

A handsome new edition of this juvenile favorite with the delightful Estelle M. Kerr illustrations.

net \$1.25

READY NOW

THE AMAZING ADVENTURES OF KERMIT THE HERMIT CRAB

Ethel Clere Chamberlin, author of "Heroes of Peace" has written and illustrated in a most interesting manner the many strange adventures of "Kermit, the Hermit Crab," in the bottom of the sea. There are fifty-six black and white pictures, a colored frontispiece, colored end-papers and colored jacket.

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BILLY BOY'S SEA ADVENTURES

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Illustrated by Helen Tilgner

A story for little folks from five to ten years old, charmingly illustrated. They will love the adventures of Squeakums, a magic rat, one of the footmen on Cinderella's coach. He takes Billy Boy on a trip under the ocean where they meet Dr. Bluefish, Sir Sea Horse, the Sticklebacks, lovely Lady Jellyfish and the Tide Brothers, Mr. Low and Mr. High, and a host of other fascinating water friends.

net \$1.50



By courtesy of the Board of Education, Montclair, N. J.

individual sales will result, to say nothing of the possibility of the school buying the whole collection.

Nowadays, with the modern school taking the pupils through factories and other places of interest, as part of the school curriculum, there is no reason why the bookshop trying to stimulate an interest in its children's room should not invite several classes to visit the shop separately. When they call the manager of the children's work can talk to them a few minutes about the fun of discovering book friends for themselves, or give them a talk on bookmaking, showing them how publishers are trying to make books more and more attractive. Let the children see how different the books of today are from those of twenty years ago. Offer a prize for the best essay on a visit to the bookshop, and publish it in a bulletin, thereby stimulating new interest in the shop.

Schools often offer graduation prizes of books, and by sending definite suggestions to the people who are selecting them, a nice bit of business is built up. Graduating classes nearly always make some gift to the school as a parting remembrance; if the school has a library already, it can add to it, if not, it can start one.

On all school orders, a discount is usually expected, and is usually given.

Though the amounts of money spent are sometimes small, they are more or less steady, and occasionally a school will be given a donation, or a larger appropriation, which will flow to the shop if it has gained their confidence. Business through the schools is only built with infinite patience, and direct advertising is not always possible, but it is worth cultivating, for each year sees a stronger interest in the free reading of children in educational circles, and eventually someone will reap the profit. It might as well be the local bookseller.

There is another outlet that is growing, and is worth nurturing. That is the memorial library. Some people who haven't a great deal of money, wish to make a lasting memorial to a husband or wife or to some child. A man in California found that in a certain Salvation Army Home there was not a single book. His wife had been interested in this home, and as a memorial to her he established a library—spending two hundred dollars to begin with, and about twenty-five dollars a month in addition. This business went directly to one bookshop, which was given a large part in the planning of the library. The pleasure the books brought the girls was inestimable—but in the boys' home, was still no library. There are many such

ABINGDON

WIND BLOWN STORIES

By Ethel and Frank Owen

These are delightful stories—and all were told by the Old Vendor of Stories who sat by the door of Jerry's Sweet Shop telling stories to the eager-eyed children who crowded about him.

Illustrated. Net, \$2.00

MRS. HUMMING BIRD'S DOUBLE

By Frances Joyce Farnsworth

In these sixteen chapters we meet the lion, the fly, the camel, the emmet, the moth, the Portuguese man-of-war, the elephant, and other more or less familiar nature folk, and in all of them the children will be keenly interested.

Illustrated. Net, \$1.00

THE LOST CRICKET

And Other Stories for Children

By Howard Dean French

"Teacher of schools and Sunday schools and older boys and girls who have difficulty in finding good stories and new stories to tell the youngsters in their charge will find many lovely tales in *The Lost Cricket*."

—Salt Lake Tribune.

Net, \$1.50



SLINGS AND SANDALS

A Story of Boys Who Saw Jesus

By Hubert Whitehead

"Mr. Whitehead has imagined Jesus as a boy and tells how his life would influence that of other boys. It pictures the daily life of Jesus and his contact with children. The narrative holds closely to the history in the Gospels, but is told in the language of today."

—Monroe City News.

Net, \$1.00

WORLD OVER STORIES For Junior Boys and Girls

By Floyd W. Lambertson

Well selected and well told stories. Some are biblical, others deal with heroic characters and episodes, historical and legendary, with indirect but strong character emphasis.

Net, \$1.00; by mail, \$1.10

THE FRIENDLY LIGHT

By Virginia Greene Millikin

All of these story sermons for children are told simply and interestingly so that a reader will get a bit of the personality with which they are clothed when she offers them from a church pulpit."

—The Troy Record.

Net, \$1.00



THE ABINGDON PRESS

NEW YORK	CINCINNATI	CHICAGO
Boston	Detroit	Kansas City
San Francisco	Pittsburgh	Portland, Ore.

cases, and a bookstore with a trained department, will often have the selection left to it. By making a point of finding out what institutions have no library, and making it known to the people who might be interested and wealthy enough to support such a library, a living memorial might be established, to be continued after the donor's death. In certain homes with funds, a very interesting plan has been worked out. Each child is given a personal birthday present, chosen especially for him, and usually a book. The books are se-

lected the first of each month by one of the teacher-directors, with the help of the trained head of the children's department, and wrapped in tissue paper at the shop, and delivered to the home for distribution on the proper day.

There are many ways of wakening the school's interest in the local shop, of which these are but a few, but at least they serve to point the way for those bookshops which have not yet ventured far along the delightful bypath of the selling of children's books.



Children's Books Through the Eyes of the Dealer

Polly Ann Scott

The Jones Book Store, Los Angeles

THE average customer coming into the Jones Book Store to purchase a child's book usually has no definite title in mind, but asks for a good book for a child of a certain age. If a definite title is wanted, it is more often one of the classics, which in our opinion every child should own, or at least read, because you can hardly read a newspaper, magazine or book, without mention of some of the old characters, like Friday or the Mad Hatter (I could go on indefinitely naming more) that that part of a child's education and enjoyment must not be neglected.

However, when a title is called for which has been advertised by some over-ardent publisher who is pushing the sale of a certain book, it is almost impossible to sell any other book. This makes it very difficult for the bookseller because there are so many books published he cannot by any means stock all of the books on the

market, and the customer leaves that store rather out of patience with his stock.

It is better from our standpoint for us to advertise the books, which in our opinion are those most liable to sell in our store. The cost of the book is not the most important item to the average customer coming into our store since we have been located in our new home on Seventh Street.

Parents, teachers and most librarians now look for a rather large clear type of print in the book they are going to buy. Spacing between lines is quite a factor, also a well defined margin is necessary for the general appearance of the book. An attractive dust cover and binding also help sell the book.

Often a salesman can talk a customer into taking a book printed in small type, by saying a child's eyes must grow accustomed to all sizes of type, the newspaper for instance which the child will read as he

grows older, is of a fine print. Most histories and biographies are printed in small type which makes sales of books of this character more difficult. By the way, I think we should have more stories depicting the famous men of history as models for our youth, published in a form which makes them more easily sold. We need more true "hero" stories of the great men of yesterday as well as of our prominent men of today—either American or foreign—written in simple words of one syllable for the young reader, with a few colored illustrations and an attractive outside cover.

Speaking of illustrations, the average buyer does not require that books be illustrated by Arthur Rackham, Bess Bruce Cleveland, Jessie Wilcox Smith or some other artist of like fame, he only looks for full page colored pictures which *truthfully* depict the story and plenty of them.

It was my good fortune to make the acquaintance of Alex Frye of Redlands, author of the famous Frye Geographies and many other school texts. My husband and I spent many happy hours in the home of Mr. Frye discussing books for youngsters. One of my most prized possessions is an autographed copy of one of his best books. Mr. Frye appreciates the value of pictures, and always insists a great deal of space be devoted to the illustration of his story. It is his theory that pictures and illustrations of the work can be more easily understood by the child than too much printed page.

Little tots of the pre-primer stage adore the large flat book, profusely illustrated, the kind they "read" while lying on the floor. Verses, short stories within the scope of their experiences, animal stories in which animals personify people especially appeal to the very young child. Do not forget the colored illustrations of locomotives, trains, ships, aeroplanes, birds, animals.

Children from about 4 to 6 years of age like the smaller "Peter Rabbit" size book. The Volland books are easy to sell for this age child, for even with the initial opening of the book you find a gorgeous fascinating colored picture which immediately captures and holds the eye. The paper is a good grade and throughout the book you see many colored pictures, best of all they are priced within the reach of everyone.

I read a touching story about "Raggedy Ann" a little Volland book. An Italian girl returned a "Raggedy Ann" book to the library a week over due and in a terribly dilapidated condition. A little questioning by the librarian brought out the fact that the girl's younger sister had been very ill, for over two weeks. Many times the parents and Doctor had given up all hopes of saving the little one—but through some miracle she was now on the way to recovery. During the entire time, whether she was conscious or unconscious, "Raggedy Ann" was under her pillow or in her weak little hands. We need more books for our foreign and home children which have the same heart appeal.

Fairy stories, folk tales and myths hold their own from the age a child can understand stories until they grow out of their imaginary life into the realism of older life when they begin to think for themselves. Let me pause here an instant to say many people are beginning to object to the "Wolf Eating Grandma"—"Bluebeard Killing all His Wives"—"Jack Killing the Giant."

The girl of nine or ten years asks for stories of other little children either foreign or American home life—at this stage of development the "Foreign Twin Series," "Cousin Books" are eagerly devoured. Plenty of Foreign Stories for our boys and girls of today might in the future help promote world peace.

Girls enjoy the fairy tale much longer than boys. The boy may read them when his smaller sister isn't watching. Most girls like a good mystery story, but the average mother will not purchase them. Let's have some clean mystery stories like "Night-Night" by Hauck.

"Judy" by Faith Baldwin sold readily. It was the story of a very modern little girl, just the life of an ordinary everyday sort of a child. That's the kind of a story we need for the girls 10-12 or 14.

We can keep her a little girl for quite awhile but she finally demands much earlier than the boy the love element. Let's give it to her in more wholesome fascinating books like the little love story which runs through Miss Alcott's "Little Women," not the "Jane Eyre type," nor the Mrs. Southworth or Mary J. Holmes books.

JOHN DAY JUVENILES



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THE MODERN ABC

By C. B. Falls

The ABC of today—and tomorrow! Charles Falls' ABC book is famous among children and teachers everywhere. And now comes *The Modern ABC* with *A for Aeroplane*, etc. In 7 colors by a master craftsman. \$2.00

THE TWO BOBBIES

By Dorothy Baruch

A book of stories for children from 2 to 6 years of age. These stories are graduated to meet the demands of increasing age, observation and interests. 28 illustrations in black-and-white, and 4 three color pages, by Phyllis Britcher. \$2.00

THE LITTLE MONKEY WITH THE SAD FACE

By Carrie Jacobs-Bond

The exciting adventures of a monkey, a raccoon, a puppy and a squirrel. By the author of the famous juvenile success, *Tales of Little Dogs*. With 8 full-pages in 3 colors by Kurt Wiese. \$1.50

A MEDIEVAL MAP OF EAST AND WEST

By Alice York, author of *The Child's Map of the Ancient World*

The immense success of *The Ancient World* map paves the way for this new and fascinating map of *Crusaders and Discoveries*. Drawn by Edy Le Grand, and lithographed in 6 colors. 27½ x 38½, in tube or envelope. \$2.00

THE JOHN DAY COMPANY 386 Fourth Avenue NEW YORK



The boy in his teens demands mystery stories, tales of jungle life; may we have more writers like Dhan Gopal Mukerji. American boys were reading pirate stories even before Stevenson wrote his stories, and they will never outgrow them. It is the adventure not the piracy in itself that attracts them.

Think of the attractive books which could be written of animals, plants, mysterious people and rivers of South America. Books of adventure and foreign travel have always held a special appeal to the American youth. The Dark Continent, Africa, has been terribly neglected.

The modern boy, like his predecessors, for generations, wants to read about the American Indian. How much better to take up "Story of the Redman" than to squander his time on the old type "Blood and Thunder" literature or the dime novel. Give the boys more Indian Stories.

With the Boy Scout movement at its height outdoor books and those giving *practical* instruction about life in the open are in demand today.

Modern wild west stories are supplied

by Will James, "Smoky" and "Cow Country" to take the place of the wild west story of yesterday; but we need more such stories.

We are asked for books on "How to Build a Modern Airplane" or "How to Build a Boat." There should be quite an opportunity for a man who understands the fundamental principles of mechanics and can tell about them in language that the boy can understand. Mechanical books of all sorts are needed, written so the child can follow the instructions without assistance. Boys like football, baseball stories and detective stories.

If the older child enjoys a certain author, he usually buys every book written by that author. The same thing is true of a series, the child will purchase each book if he is able to do so. The "Tom Swift" Series is one of the most popular for boys. They may not be the best there is in literature for boys, they *do sell* readily.

There seems to be more time, energy and money devoted to the betterment of *boys' books*. It may be accounted for in this way perhaps—the girl will read and enjoy boys' books, while the boy scoff and poo-hoo the idea of reading a girl's book.

Sunday School workers and Mothers often ask for Bible stories, told in simple form to be read to the younger children. "Moses Found in the Bulrushes," "Joseph and His Brethren" and hundreds of others are wonderful stories for children. What Fairy tale can equal in imagination and moral the story of Jonah and the Whale, David in the Lions Den or of Killing the Goliath with a Pebble.

In no other book can you find so many beautiful characters with whom children should become acquainted and there seem to be so few stories written to meet the demand. Surely there must be some one interested enough in the Bible to rewrite these for youngsters in story-telling form.

These are the books that the bookseller desires to have written and published to be presented to his customers.



NEW BOOKS FOR CHILDREN

THE MAGIC CANOE

by Frances Margaret Fox

A Story of Old Fort Mackinaw

This is an exciting story of frontier life during the American Revolution. The action of the story centers in Fort Mackinaw. Jane Lawrence and Jimmy West are stolen for ransom from wealthy colonial families and hurried to the frontier. A winter is spent in an Indian village and two years at the fort where they meet Daniel Boone, Major De Peyster and George Rogers Clarke. Life at the frontier post is brilliantly described.

Matilda Breuer has illustrated the book with a woodblock type of illustration in three colors. Decorative end-sheets, paper jacket. \$1.50.

*The Second of the Young America Series*IN THE
MOUSE'S HOUSE

The most beautiful picture book we could find in Germany—and printed for us there. Gorgeous colors, mice with individuality—a sparkingly entertaining story. Full page illustrations in six colors occupy the right hand pages. Mathilde Ritter is the artist.

The book is eleven by nine. The cover is printed in six colors showing a whimsical picture of the mouse's home. It is protected by a glassine jacket.

THE DEMING
INDIAN BOOKS

Therese O. Deming is the author. Edward Willard Deming, the internationally known painter and sculptor of American Indian life, is illustrating this series of books for children giving a really true picture of the life and customs of the American Indian.

The books will be printed in three colors, retaining all the freshness of the water colors from Mr. Deming's own brush.

TIMOTHY CRUNCHIT, *The Calico Bunny*

by Martha Jane Ball

Timothy Crunchit is a brown bunny Boy Scout who lives in Calico Village. As the leader of his bunny Scout troop, his exploits are many—he helps real little girls and boys in most surprising ways.

Illustrated in four colors. Full page illustrations, page border designs, end-sheets and decorative initial letters in each chapter by Gaye Woodring.

BOOKS GOOD TO GROW ON: *The Topaz Seal, The Treasure of Belden Place, Scally Alden, Me and Andy, The Cat in Grandfather's House, The Story of Man Series.*



LAIDLAW BROTHERS

Trade Department

2001 Calumet Ave., Chicago 36 West 24th St., New York



The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

JUNE'S last offering in books is rather heterogeneous, and does not present many books of immediate sales appeal. A biography of an unusual and distinguished American who has been receiving lately many laudatory press notices for his fine performance on the London stage in "Othello" is "Paul Robeson, Negro" written by his wife, Eslanda Robeson. Popular on both sides of the Atlantic for his fine singing and acting, Paul Robeson is an arresting and dramatic figure, and the story of his life should be in good demand.

Houghton Mifflin this week issues four additions to their Riverside Library at a dollar, and presents them in a completely different jacket from the type formerly used on books in this series. The four books are "Torquemada" by Sabatini, "The Son of the Wolf" by Jack London, "Representative Men" by Emerson, and "The Education of Henry Adams" by Adams.

An interesting addition to the Modern Readers' Series of Macmillan is "Struggles and Triumphs, or, Forty Years' Recollections of P. T. Barnum," of circus fame, a book that has delighted three generations of readers.

A book of practical use to vacationists is "The Book of the White Mountains" by Anderson and Morse, which is replete with detailed information and descriptions of that region.

Two books for the student and lover

of music make their appearance this week. "What Do You Know About Music?" by Wier consists of over five thousand questions and answers relating to matters of general musical interest. "A History of Music in Pictures" edited by Kinsky, educates by means of pictures of musical instruments, manuscripts, composers and virtuosos from Babylonian times down to the present day.

"Trends of Retail Distribution" by Bloomfield should prove of interest and aid to the retail bookseller himself in these days of merchandising controversy.

The children's interests were not overlooked and a series of three books, The Wonder Road, with "Enchanted Paths," "Far Horizons" and "Familiar Haunts" as titles are collections of folk lore and fairy tales which have been compiled by Edwin Diller Starbuck and others. "The Rabbit Windmill" by Dillingham is a book of stories for little children, and is a selection of the Children's Book Club. "Betty Bradford, Engineer" by Davis will appeal to girls in their 'teens.

A new novel by Alice Grant Rosman, whose "The Window" and "Visitors to Hugo" met with such popularity, appears entitled "The Young and Secret." An amusing novel in verse satirizing the Prohibition era is written by Joseph Anthony and illustrated by Willy Pogany. The many devoted admirers of Kathleen Norris will welcome her new story "Margaret Yorke."

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of June 28, 1930

Adams, Fay, and Brown, Walker

Teaching the bright pupil. 263p. (2p. bibl.) D [c.'30] N. Y., Holt \$1.36
A manual of practical suggestions for teachers and supervisors.

Adams, Henry

The education of Henry Adams; an autobiography. 527p. O (Riverside lib.) '30, c.'18 Bost., Houghton \$1

Aldrich, Thomas Bailey

The story of a bad boy; introd. by V. L. O. Chittick. 260p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.; half lea., \$1.25

Anderson, John, and Morse, Stearns

The book of the White Mountains. 300p. (3p. bibl.) il., map O c. N. Y., Minton, Balch \$5

A guide to the White Mountains which gives detailed and complete information about places both known and unknown.

Anonymous

Ex-"it"; il. by L. F. Grant. 159p. D [c.'30] N. Y., Vanguard Press \$1.50
The confessions of Fanny Hill who never had a chance to be an ex-wife.

Anthony, Joseph

Casanova Jones; il. by Willy Pogany. 206p. D [c.'30] N. Y., Century \$2
An uproarious satirical novel in verse which recounts the misadventures of Casanova Jones, a Prohibition agent.

Baker, Arthur Mulford

The River of God; the source-stream for morals and religion. 172p. (bibl. footnotes) D c. Nashville, Tenn., Cokesbury Press \$1.25
A discussion of the spiritual force and its standards which lies behind religious systems and ethical codes.

Barnes, Mrs. Margaret Ayer

Years of grace. 581p. D c. Bost., Houghton \$2.50
A novel of a girl born in Chicago in the 1890's, who marries a Boston man, and reaches middle age and tries to adapt herself to the new generation.

[Barnum, Phineas Taylor]

Struggles and triumphs; or forty years' recollections of P. T. Barnum; written by himself; introd. by Roy F. Dibble. 608p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.; half lea., \$1.25

Barry, Philip

Hotel Universe; a play. 166p. D c. N. Y., S. French \$2

Bates, Katharine Lee

Selected poems of Katharine Lee Bates; ed. by Marion Pelton Guild. 255p. front. (por.) O c. Bost., Houghton \$2.50
Lyric poems, sonnets and quatrains chosen from the best work of the author of "America the Beautiful"

Beeding, Francis

The six proud walkers. 324p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Bingham, Hiram

Machu Picchu, a citadel of the Incas; report of the explorations and excavations made in 1911, 1912, and 1915 under the auspices of Yale University and the National Geographic Society [lim. ed.]. 257p. il. maps Q (Memoirs of Nat'l Geographic Soc.) '30 New Haven, Conn., Yale \$50, bxd.

Blacam, Hugh de

The flying cromlech. 308p. D [c.'30] N. Y., Century \$2.50
David Maxwell's search over Ireland for a girl with red hair with whom he had fallen in love.

Bloomfield, Daniel, ed.

Selected articles on trends in retail distribution; including a brief on chain stores. 509p. (22p. bibl.) D (Handb'k ser., ser. III, v. 3) c. N. Y., H. W. Wilson \$2.40

Breaux, Daisy [Cornelia Donovan O'Donovan Calhoun]

The autobiography of a chameleon. 407p. il. O c. Wash., D. C., Potomac Press, 1389 Nat'l Press Bldg. \$5
An account of the author's varied life in which she tells of her girlhood in New Orleans and of her three marriages which took her to South Carolina, New Jersey, Kentucky and Washington, D. C.

Britton, Kenneth Phillips, and Hargrave, Roy

Houseparty; a play in three acts. 228p. D '30, c.'28, '30 N. Y., S. French \$2

Brown, Carlotta M.

Millinery processes. 194p. il., diagrs. D [c.'30] Bost., Ginn \$1.60
A textbook covering the fundamental processes of hat-making.

Buck, Oscar MacMillan

India looks to her future. 222p. (5p. bibl.) map D [c.'30] N. Y., Friendship Press \$1; pap., 60 c.
A study of India's present situation and probable future development.

Allen, Clinton M.

Some effects produced in an individual by knowledge of his own intellectual level. 98p. (bibl.) O (Contribs. to educ., no. 401) c. N. Y., Teachers' College, Columbia Univ. \$1.50

Andersen, Leonora, and McKinley, Florence

An outline of physical education for the first and second grades. 137p. O c. N. Y., A. S. Barnes \$2

Aspley, J. C., ed.

The Dartnell direct advertising guide [2nd ed.]. 320p. il. (pt. col.) O c. Chic., Dartnell Corp. \$2.25

Atkinson, Celia

The gospel of suffering. 42p. S [c.'30] Milwaukee, Morehouse Pub. Co. pap., 40 c.

Barton, William Alexander, jr.

Outlining as a study procedure. 115p. (bibl. footnotes) O (Contribs. to educ., no. 411) c. N. Y., Teachers' College, Columbia Univ. \$1.50

Bauer, Ralph Stanley

Teachers manual for business law. 112p. (bibl.) D [c.'30] Phil., Lippincott 80 c.

Billig, Florence Grace

A technique for developing content for a professional course in science for teachers in elementary schools. 110p. (3p. bibl.) O (Contribs. to educ., no. 397) c. N. Y., Teachers' College, Columbia Univ. \$1.50

Burkard, William Edwin, and others

Personal and public health; a text in health education. 516p. il., diagrs. D [c.'30] Chic., Lyons & Carnahan \$1.08
For junior high schools.

Castenholz, William Burtis

The control of distribution costs and sales. 202p. (bibl.) diagr. O c. N. Y., Harper \$3.50
New ways and means of judging distribution activities in terms of performance and cost.

Cochran, Eve Owen

A half hour at the gate; and other one act plays. 135p. D [c.'30] Bost., Badger \$1.50

Colette, pseud. [Mme. Gabrielle Claudine Colette de Jouvenal]

Mitsou; or how girls grow wise; tr. by Jane Terry. 161p. il. D c. N. Y., Boni \$2
A story of a Parisian dancing girl and her Lieutenant in blue, by the author of Chéri.

Collins, F. A.

The romance of Park Avenue [history]. 107p. il. S '30 N. Y., Park Ave. Ass'n, Inc., 342 Madison Ave. \$2.50, bxd.

Colophon (The); a book collectors' quarterly.

no p. il. Q (Colophon, pt. 2) [c.'30] [N. Y., The Colophon, Ltd.] bds. \$2.50
Articles on book collecting, fine editions and authors by Rockwell Kent, Hugh Walpole, John T. Winterich and others.

Cooley, Robert L., and others

My life work; v. I, Building and the metal trades. 218p. il. O (McGraw-Hill vocational texts) '30 N. Y., McGraw-Hill \$1.75

Cunningham, and others

Measured drawings of Georgian architecture in the District of Columbia, 1750-1820; 2nd ed. 66p. il. F '30, c.'14 N. Y., Architectural B'k Pub. Co. \$12.50

Dalton, Lilian

Bobby Wild Goose; a chronicle of old Gloucester. 155p. D [n.d.] [N. Y., Macmillan] \$1
The story of an English boy, based on fact and laid in the year 1780.

Davis, Mary Montague

Betty Bradford, engineer. 251p. il. D c. N. Y., Macmillan \$1.75
Betty Bradford, on a vacation from a fashionable eastern school, suddenly finds herself appointed cook for her uncle's staff of engineers in the mountains of California.

Defoe, Daniel

Robinson Crusoe; ed. by Henry Clinton Hutchins. 325p. D (Modern readers' ser.) c. N. Y., Macmillan 80c.; half lea., \$1.25

Dillingham, Elizabeth Thompson

The rabbit windmill; joyful stories for

holidays and other days; introd. by Lucy Wheelock. 173p. il. (pt. col.) O [c.'30] Phil., Winston \$2
For little children.

Dulac, Edmund, il.

A fairy garland; being tales from the Old French. 251p. il. (col.) O [n.d.] N. Y., Scribner \$5, bxd.

Dunne, Rev. Gerald W. E.

Diwan [verse]. 145p. front. (col.) D c. Toledo, O., Toledo Artcraft Co., 129 N. Erie St. \$2.50

Durand, Edward Dana

American industry and commerce. 671p. maps, diagrs. O [c.'30] Bost., Ginn fab. \$4
A general survey of America's economic life.

Elliott, Rev. William Henry Hatchard

A plain man looks at life; addresses broadcast from London. 83p. D ['30] Milwaukee, Morehouse Pub. Co. bds. 80c.

Emerson, Ralph Waldo

Essays; ed. by Eugene D. Holmes; rev. by H. Y. Moffett. 401p. (bibl.) il. S (New pocket classics) [c.'05, '30] [N. Y.] Macmillan 60c.

Representative men. 378 (bibl. footnotes) O (Riverside lib.) '30, c.'76-'03 Bost., Houghton \$1

Fishback, Elvin H.

Character building for junior high school grades. 239p. (bibl.) il. (col. front.) D (Heath character ser.) '30 Bost., Heath \$1

Flint, Edward W.

The Newberry Memorial Organ at Yale University; a study in the history of American organ building. 82p. il. Q c. New Haven, Conn., Yale bds. \$2

Freeman, Richard Austin

A silent witness. 358p. D (Copyright fiction) ['29] N. Y., Burt 75c.

Gautier, Théophile

Le Capitaine Fracasse; ed. by Foster Erwin Guyer. 233p. (bibl.) il. D (Century modern lang. ser.) [c.'30] N. Y., Century \$1.35

Ghirardi, Alfred A.

Radio physics course; an elementary radio text book for students, set builders and servicemen. 372p. il., diagrs. O '30 B'klyn, N. Y., Radio Design Pub. Co., 103 B'way \$2.50

Gibbard, Mabel Kitty

Hobbies for girls. il. O [n.d.] Phil., Lippincott \$2
Things to do indoors and out.

Clark, F. Leslie

The pupil's work book in American history for elementary and junior high schools. 275p. Q c.'30 N. Y., Scribner pap. 44c.

Clayton, H. Helm

The atmosphere and the sun. 49p. (bibl. footnotes) maps, diagrs. O (Smithsonian misc. coll., v. 82, no. 7, pub'n. 3062) '30 Wash., D. C., Smithsonian Inst. pap., apply

De Busk, Burchard Woodson

The persistence of language errors among school

children. 19p. (bibl.) O (Univ. of Ore. pub'n. educ. ser., v. 2, no. 4) '30 Eugene, Ore., Univ. of Ore. Press pap. 50c.

Foran, T. G., and Rock, Robert T., jr.

An annotated bibliography of studies relating to spelling; supplement no. 1. 24p. O (Educational research bulls., v. 5, no. 1) c. Wash., D. C., Catholic Educ. Press pap., apply

Gold, Michael

Money; a play in one act. 30p. D [c.'29, '30] N. Y., S. French pap. 35c.

Gillin, John Lewis, and Blackmar, Frank Wilson

Outlines of sociology; 3rd ed. 702p. (9p. bibl.) O (Social science text-b'ks) '30 c. '15-'30 N. Y., Macmillan \$3

Haertter, Leonard D.

Solid geometry. 232p. il., diagrs. D [c. '30] N. Y., Century \$1.40

Haines, Charles Grove

The revival of natural law concepts. 401p. O (Harvard studies in jurisprudence, v. 4) '30 Cambridge, Mass., Harvard \$4.50

Haines, Ella Wister

Mad honeymoon. 262p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

Hall, Alonzo C., and Hurley, Leonard B.

Outlines of English literature. 298p. (3p. bibl.) O [c. '30] Bost., Heath \$1.60
An outline guide to English literature. The right hand pages of the book have been left blank for the student's notes.

Hall, Robert C.

Facing the issue squarely; a plea for supremacy of law over violence. 204p. D c. N. Y., Putnam \$1.75

An analysis of the causes of war and the issues involved and a plea for world peace.

Harris, Franklin Stewart, and Stewart, George

The principles of agronomy; rev. ed. 597p. (bibls.) il., diagrs. D (Rural textb'k ser.) '30, c. '15, '30 N. Y., Macmillan \$2

Hartley, Manville

The moment after [verse]. 113p. D [c. '30] Bost., Badger bds. \$2

Haycox, Ernest

Free grass. 274p. D (Copyright fiction) [c. '28, '29] N. Y., Burt 75 c.

Hendryx, James Beardsley

Man of the North. 303p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

Hennrich, Kilian J.

Boyleader's primer; chapters on modern boy work. 256p. (bibls.) front. D [c. '30] Milwaukee, Bruce Pub. Co. fab. \$2

Hill, Howard Copeland

Readings in vocational life. 656p. il. D [c. '30] Bost., Ginn \$1.80

Supplementary reading for a course in elementary economics and vocational study.

Hirsch, Nathaniel D. Mttron

Twins: heredity and environment. 170p. il. O '30 Cambridge, Mass., Harvard \$2

Holt, Rev. Harold

Building family foundations; introd. by Rev. James De Wolf Perry. 91p. (1p. bibl.) D [c. '30] Milwaukee, Morehouse Pub. Co. \$1; pap., 65 c.

A handbook on family relations based on the conviction that the family is of divine not human origin and can accomplish its purpose only through religious teaching.

Homer

The odyssey; tr. by Butcher and Lang; introd. by John A. Scott. 410p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.; half lea., \$1.25

Hulvey, Charles Newton

Commercial law; principles and cases. 666p. (bibl.) O c. N. Y., Macmillan \$3.50

An introductory textbook for colleges and for business men who have not had technical training in law.

Ingraham, E. V.

Incarnation and re-incarnation. 106p. S c. Los Angeles, De Vorss & Co., 843 S. Grand Ave. \$1

Inman, Samuel Guy

Trailing the conquistadores. 236p. (bibl. notes), map D [c. '30] N. Y., Friendship Press \$1; pap., 60 c.

The author relates his experiences as he visited Cuba, Haiti and other places discovered by the early Spanish explorers.

Jackson, George Gibbard

Hobbies for boys. 256p. il., diagrs. O [n. d.] Phil., Lippincott \$2

Helpful suggestions about many interesting hobbies in which the author has considered the needs of the boy whose pocket-money is limited.

The world's aeroplanes and airships. 256p. il. (pt. col.) O [n. d.] Phil., Lippincott \$2.50

The story of the evolution of aircraft told in a non-technical fashion.

James, Edwin Oliver

The Christian faith in the modern world; a study in scientific theology. 270p. (bibls.) D [30] Milwaukee, Morehouse Pub. Co. \$3

James, F. Cyril

The economics of money credit and banking. 498p. il. O '30 N. Y., Ronald Press \$4

Johnson, Charles S.

The Negro in American civilization; a study of Negro life and race relations in the fight of social research. 552p. (24p. bibl.) diagrs. O (Amer. social science ser.) [c. '30] N. Y., Holt \$4

A study of the Negro which was initiated by the National Interracial Committee and compiled by a prominent Negro sociologist. The first part contains statistical analyses of every phase of Negro life and the second part the lectures on these phases given at the National Interracial Conference.

Jones, Charles Reed

The torch murder; a new Leighton Swift detective story. 255p. D (Dutton clue mystery) [c. '30] N. Y., Dutton \$2

Leighton Swift solves the murder of Myrtle Pemberton, beautiful dance hall girl, whose charred body was found on a lonely Long Island road.

Hardy, Samuel, ed.

Spalding's tennis annual, 1930. 276p. il., diagrs. S (Spalding's athletic lib., no. 57x) c. '30 N. Y., Amer. Sports Pub. Co. pap. 35 c.

Hill, Andrew P., jr.

The modern high school and its library. 12p. il., diagrs. Q '30 Chic., Amer. Lib. Ass'n pap. 15 c.

Hillas, Marjorie

Tap dancing; fourteen routines with descriptions and references to appropriate music. 39p. O c. N. Y., A. S. Barnes pap. \$1

Hornickel, Laura

Part-time job; a comedy in one act. 28p. D [c. '29, '30] N. Y., S. French pap. 35 c.

Jones, Rufus Matthew

The boy Jesus and His companions. 197p. il. S (Little lib.) '30, c. '22 N. Y., Macmillan \$1

Kinsky, Georg, and others, eds.

A history of music in pictures; introd. by Eric Blom. 377p. il. (col. front.) F ['30, c. '29] N. Y., Dutton \$8

The history of music from ancient Babylonian days down to the present is told by means of pictures of musical instruments, manuscripts, old paintings and statues, and portraits of composers and musicians.

Knowlton, A. A., and O'Day, Marcus

Laboratory manual in physics. 127p. il. O '30 N. Y., McGraw-Hill \$1.25

Lantis, Lee Ora

Rural community life. 383p. (bibls.) il., diags. D [c. '30] N. Y., Amer. B'k \$1.40

A textbook on social conditions in rural communities with suggestions for their improvement.

Larsen, Hanna Astrup

Scandinavian literature. 47p. (3p. bibl.) S (Reading with a purpose, no. 54) c. Chic., Amer. Lib. Ass'n 50 c.; pap., 35 c.

Lawrence, David Herbert [Lawrence H. Davison, pseud.]

Sea and Sardinia [new, uniform ed.] 355p. D '30, c. '21 N. Y., Boni \$2.50

Le Massena, Clarence Edward

The ring of the Nibelung. 176p. front. S c. '30 N. Y., Grossman-Rath Co., 33 W. 17th St. \$1

A modernized version of the Wagnerian tetralogy.

Levinger, Mrs. Emma C. Ehrlich

With the Jewish child in home and synagogue. 124p. (bibls.) il. D c. N. Y., Bloch Pub. Co. \$1.25

A description of customs and ceremonies in the home and the synagogue with questions and reading lists for children at the end of each chapter.

Lippy, John D., jr.

Chemical magic; introd. by Howard Thurston. 116p. il., diags. D [c. '30] N. Y., Sully \$2

A new type of magic is explained for the use of amateur and professional performers.

Lloyd, John William

Productive vegetable growing; 6th ed., rev. 343p. il., map, diags. O (Lippincott's farm manuals) [c. '30] Phil., Lippincott \$3

London, Jack

The son of the wolf; tales of the far North. 251p. O (Riverside lib.) '30 c. '00, '28 Bost., Houghton \$1

Longstreth, Edward, and Holton, Leonard T.

What'll we do next? 186p. il. D [c. '30]

Chic., Reilly & Lee

Party games.

\$1.25

McCracken, Alan Reed

Songs of a sailor [verse]. 62p. D (Contemporary poets, 86) '30 Phil., Dorrance \$1.75, bxd.

MacGrath, Harold

The Blue Rajah murder. 304p. D (Crime club) '30, c. '29, '30 Garden City, N. Y., Doubleday, Doran \$1

Five great jewel experts come to bid for the famous Blue Rajah diamond only to find the owner murdered and the jewel stolen.

McHale, Frank C., comp

Pieces that have won prizes; also many encore pieces; rev. and enl. ed. 372p. D [c. '17, '30] N. Y., Noble & Noble \$2

Macy, William Francis, ed.

The Nantucket scrap basket; being a collection of characteristic stories and sayings of the people of the town and island of Nantucket, Massachusetts; 2nd rev. ed. 173p. S '30, c. '16, '30 Bost., Houghton \$1.50

Malloch, Douglas

Come on home [verse]. 222p. D [c. '23] Chic., Reilly & Lee \$1.50

Formerly published by the George H. Doran Co.

The heart content; lyrics of life. 168p. D [c. '26, '27] Chic., Reilly & Lee \$1.50

Formerly published by the George H. Doran Co.

Manson, William, D.D.

The gospel of Luke. 312p. (bibl.) O (Moffatt New Testament commentary) '30 N. Y., Richard R. Smith \$3.50

A commentary on the text of Luke with special emphasis placed upon the teaching of Jesus which is contained in his writings.

Mellone, S. H.

The dawn of modern thought; Descartes, Spinoza, Leibniz; introd. by W. D. Ross. 124p. (2p. bibl.) D '30 [N. Y.] Oxford \$2

A critical study for students and general readers of one period of philosophical thought.

Miller, Frederick W., jr.

A laboratory manual of qualitative analysis. 246p. il. D (Century chemistry ser.) [c. '30] N. Y., Century \$2

Monroe, Anne Shannon

The hearth of happiness. 307p. D (Copyright fiction) [c. '19-'29] N. Y., Burt 75 c.

Morrell, William Parker

British colonial policy in the age of Peel and Russell. 566p. (8p. bibl.) maps O '30 [N. Y.] Oxford \$9

A study from original sources of British colonial policy during the critical years from 1841 to 1852.

Lamson, Edna Emma

A study of young gifted children in senior high school. 125p. (5p. bibl.) O (Contribs. to educ., no. 424) c. N. Y., Teachers' College, Columbia Univ. \$1.50

Macdonald, Marion E.

The significance of various kinds of preparation for the city elementary-school principalship in Pennsylvania; with implications for a program for preparing for the elementary-school principalship. 113p. (bibl.; bibl. footnotes) O (Contribs. to educ., no. 416) c. N. Y., Teachers' College, Columbia Univ. \$1.50

McMillen, A. W.

Measurement in social work; a statistical problem in family and child welfare and allied fields. 169p. (bibl. footnotes) diags. O (Social service monographs, no. 12) [c. '30] Chic., Univ. of Chic. Press \$3

Nichols, H. W., 3rd

Lectures on bankers and brokers blanket bonds; given at the Insurance Society of New York, November 14 and 21, 1929. 28p. O [n.d.] N. Y., Nat'l Surety Co. pap., apply

Moss, Geoffrey

That other love. 352p. D '30, c. '29, '30 Garden City, N. Y., Doubleday, Doran \$1

The story of a young English girl's infatuation for a sculptress, Vera Coswell, and of their life together on the coast of France until Philida decided what she wanted to get out of life.

Motor trips; 2 vs. in 1; New England and Canada; New York, Pennsylvania, New Jersey, Florida. various p. il., maps O c. Hartford, Conn., Guyde Pub. Co. flex. fab. \$1

Munro, Harry C.

The director of religious education; introd. by Luther A. Weigle. 223p. (7p. bibl.) D c. Phil. [Presby. B'd of Christian Educ.] \$1.50

An experienced worker in religious education tells of the experimentation and progress which have taken place in the last twenty years and makes suggestions as to principles which leaders should follow.

Nat'l Industrial Conference B'd

A picture of world economic conditions at the beginning of 1930. 207p. O (Studies of internat'l problems) c. N. Y., Author \$2.50

Norris, Earle B., and Therkelsen, Eric

Heat power. 376p. il. O '30 N. Y., McGraw-Hill \$3.50

Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]

Margaret Yorke. 313p. D '30, c. '23, '30 Garden City, N. Y., Doubleday, Doran \$1

The story of a woman whose happiness was ruined by a loveless marriage but who bravely began to build it up again.

Storm House. 351p. D (Copyright fiction) [c. '28, '29] N. Y., Burt 75 c.

O'Brien, Howard Vincent

Four-and-twenty blackbirds. 251p. D (Copyright fiction) [c. '28] N. Y., Burt 75 c.

Peik, W. E.

Professional education of high school teachers. 284p. '30 Minneapolis, Univ. of Minn. Press \$2.50

Perry, Arthur C., jr., and Price, Gertrude A.

American history; bks. 1 and 2; rev. and enl. ed. 336; 349p. (bibl.) il. (pt. col.), maps S [c. '13-'30] N. Y., Amer. B'k 96 c., ea.

Pillsbury, Walter Bowers

The essentials of psychology; 3rd ed. 475p. (bibl.) il., diagrs. D '30, c. '11-'30 N. Y., Macmillan \$2.10

Potter, Andrey A., and Colderwood, James P.

Elements of steam and gas power engineering; new 3rd ed. 363p. il. D '30 N. Y., McGraw-Hill \$2.75

Purucker, Gottfried de

Theosophy and modern science; 2 v. 614p. O '30 Point Loma, Cal., Theosophical Univ. Press fab. \$5

Redfield, Robert

Tepoztlan, a Mexican village; a study of folk life. 258p. (4p. bibl.) il., map O [c. '30] Chic., Univ. of Chic. Press \$3

A study of the daily round of life in a modern Mexican village, showing that the inhabitants constitute an intermediate group between tribal and city types of life.

Reynolds, Gertrude M. Robins, Mrs. Louis Baillie Reynolds

The innocent accomplice. 316p. D (Copyright fiction) [c. '28] N. Y., Burt 75 c.

Robeson, Eslanda Goode

Paul Robeson, Negro. 178p. il. (por.) O c. N. Y., Harper bds. \$2.50

A biography of the distinguished American Negro, Paul Robeson, who graduated from Rutgers College as a four-letter man in athletics and a Phi Beta Kappa student, and has since become famous on two continents as an actor and singer.

Robinson, Dr. William Josephus

If I were God; a freethinker's faith; incorporating a discussion between the author and a Catholic priest; introd. by Harry Elmer Barnes. 186p. D c. N. Y., Freethought Press Ass'n \$2

A freethinker discusses religion in the modern world.

Rosman, Alice Grant

The young and secret. 312p. D c. N. Y., Minton, Balch \$2

Una Swithin, nineteen, romantic but reserved, straightens out the problems of her friends and finds secret and exciting pleasure in her friendship with Tony Corcoran.

Sabatini, Rafael

Torquemada and the Spanish Inquisition; a history; rev. ed. 480p. (bibl.) map O (River-side lib.) '30 Bost., Houghton \$1

Niehuss, Marvin L., and Fisher, Ernest M.

Problems of long-term leases. 77p. O (Michigan business studies, v. 2, no. 8) c. Ann Arbor, Mich., Univ. of Mich. pap. \$1

Nottage, Rev. R. H.

The village Eucharist; practical notes. 64p. S ['30] Milwaukee, Morehouse Pub. Co. pap. 60 c.

Ogburn, William F., ed.

Social changes in 1929. 232p. (bibl. footnotes) diagrs. O [c. '30] Chic., Univ. of Chic. Press pap. \$1

Plaskett, C. A.

Principles of box and crate construction. 134p. (bibl.) il., diagrs. O (U. S. Dept. of Agri., technical bull., no. 171) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 55 c.

Publishers' advertising; being the reactions of a practising publisher-advertiser to the exhortations of non-publisher theorists. 60p. D '30 [N. Y., Richard R. Smith] pap. 75 c.

Reely, Mary K.

Bringing up nine [play]. 15p. S '30 Chic., Amer. Lib. Ass'n pap. 5 c.

Rosenthal, Rev. G. D., and Belton, Rev. F. G.

So-called rebels; a record of recent events in the Diocese of Birmingham. 144p. S ['30] Milwaukee, Morehouse Pub. Co. pap. \$1

Rossi, Joseph

The Abbé Galiani in France. 63p. (2p. bibl.) D c. N. Y., Inst. of French Studies pap. \$1

Schmeckebier, Laurence F.

The Aeronautics Branch, Department of Commerce; its history, activities and organization. 157p. (7p. bibl.) O (Service monographs of the U. S. Gov't, no. 61) c. Wash., D. C., Brookings Inst. \$1.50

Schmidt, Meta, comp.

Five hundred books for the senior high school library. 64p. O '30 Chic., Amer. Lib. Ass'n pap. 75 c.

Sarasin, J. G., pseud. [Garaldine Gordon Salmon]

Fleur de lys; the story of a crime. 343p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Saunders, Lawrence

Smoke screen. 279p. D [c.'30] N. Y., Sears \$2

A wealthy society girl finds a newspaper job and solves a murder mystery.

Savi, Ethel Winifred

The splendid outcast. 310p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Schoen, Max

Human nature; a first book in psychology. 522p. (12p. bibl.) il., diagrs. O c. N. Y., Harper \$2.50; manual, 10 c.

By a professor of psychology at the Carnegie Institute of Technology.

Shannon, Robert Terry

Forbidden lips. 285p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Sherwood, H. F.

The story of Stamford. 389p. (bibl.) il., maps D (Sectional hist. ser.) '30 N. Y., States History Co. \$4

Sims, J. P., and Willing, C.

Old Philadelphia colonial details. 55p. il. F '30, c.'14 N. Y., Architectural B'k Pub. Co. \$12

Spahr, Walter Earl, and Swenson, Rinehart John

Methods and status of scientific research; with particular application to the social sciences. 554p. (bibl. footnotes) O c. N. Y., Harper \$4

The principles of critical scholarship, the proper technique to be used in applying the principles of scientific method and the status of research today are discussed in this work designed for the beginner in research, particularly for those intending to work for the Master and Doctorate degrees in the social science fields.

Spencer, W. Wylie

Our knowledge of other minds; a study in mental nature, existence, and intercourse. 145p. (bibl. footnotes) D c. New Haven, Conn., Yale \$2

A Yale professor brings forward new arguments to prove the existence of other minds.

Spoer, Rev. H. Henry

An aid for churchmen; Episcopal and Orthodox. 114p. (2p. bibl.) il. D [c.'30] Milwaukee, Morehouse Pub. Co. \$1.25

A comparison of the rites and ceremonies of the Eastern Orthodox Church with those of the Episcopal or Anglican Church.

Starbuck, Edwin Diller, and others, comps.

Familiar haunts. 224p. il. (pt. col.) O (Wonder road; b'k 1) c. N. Y., Macmillan \$2.50

Enchanted paths. 217p. il. (pt. col.) O (Wonder road, b'k 2) c. N. Y., Macmillan \$2.50

Far horizons. 274p. il. (pt. col.) O (Wonder road; b'k 3) c. N. Y., Macmillan \$2.50

For this new series experts have carefully chosen the best fairy stories and grouped them. The first book in the series contains well known tales; the second, less familiar ones; and the third, unusual and rarely heard fairy tales.

Stringer, Arthur John Arbuthnott

The woman who couldn't die. 314p. D (Copyright fiction) [c.'28, '29] [N. Y., Burt] 75 c.

Tamayo y Baus, Manuel [Joaquin Estébanez, pseud.]

Una apuesta, and Huyendo del perejil; ed. by Cony Sturgis and Juanita C. Robinson. 112p. S (Macmillan Hispanic ser.) c. N. Y., Macmillan \$1

Two Spanish comedies adapted for early use as a reading text in either high school or college.

Thackeray, Henry Makepeace

Henry Esmond; ed. by John Bell Henne- man; rev. by H. Y. Moffett. 882p. il. S (New pocket classics) [c.'06, '30] [N. Y.] Macmil- lan 60 c.

Tower, Donald MacLean

Educational dramatics. 267p. (bibl.) il. D [c.'30] Evanston, Ill., Row, Peterson fab. \$1.88

For teachers of drama in secondary schools and colleges.

Twainiana notes; from the annotations of

Walter Bliss; ed. by Frances M. Edwards [lim. ed.]. 24p. D [c.'30] Hartford, Conn., The Hobby Shop, 40 Chapman St. \$3.50

Bibliographical information secured from the annotations of a member of the firm which published many of Twain's works.

Scudéry, Georges de

La mort de César; introd. by Harold L. Cook. 78p. (bibl. footnotes) D c. N. Y., Inst. of French Studies pap. \$1

Shaffer, Laurance F.

Children's interpretations of cartoons; a study of the nature and development of the ability to interpret symbolic drawings. 79p. (2p. bibl.) il., diagrs. O (Contribs. to educ., no. 429) c. N. Y., Teachers' College, Columbia Univ. \$1.50

Short, Marion

Peach Tree Road; a modern comedy in three acts. 88p. diagr. D (French's internat'l copyrighted ed., no. 680) c.'30 N. Y., S. French pap. 30 c.

Soviet and religion, The

45p. D (Internat'l conciliation, no. 261) '30 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

Stowbridge, J. W.

Origin and distribution of the commercial straw-

berry crop. 104p. maps, diagrs. O (U. S. Dept. of Agri., technical bull. no. 180) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Thomas, Charles Swain, and Bowman, James Cloyd

When I write a theme; a series of oral and written assignments based upon models selected principally from the actual work of pupils; ser. 1. 259p. il. Q [c.'30] Bost., Ginn pap. 80 c.

Thompson, J. Eric

Ethnology of the Mayas of Southern and Central British Honduras. 210p. (8p. bibl.) il., map. O (Anthropological ser., v. 17, no. 2) '30 Chic., Field Mus. pap. apply

Tieck, Ludwig

Ludwig Tieck—Friedrich von Raumer letters; hitherto unpublished letters from Ludwig Tieck to Friedrich von Raumer; ed. by Edwin H. Zeydel and Percy Matenko. 38p. (bibl. footnotes) O (Germanic review texts, no. 2) c. N. Y., Columbia Univ. Press pap. \$1

Tyrrell, Mabel L.

Witch's maiden; a historical romance. 320p. front. (col.) D c. N. Y., Harper \$2
 Temperance Farncombe, a young royalist of Cromwell's time, is seized by his men and given as a serving wench to a witch. A story for girls in their 'teens.

Vaile, Roland S., and Slagsvold, Peter L.

Market organization; an introductory course. 516p. il. O '30 N. Y., Ronald Press \$4

Vance, Louis Joseph

The Lone Wolf; a melodrama. 315p. D (Copyright fiction) [c.'14] [N. Y., Burt] 75 c.

The woman in the shadow. 317p. D '30, c. '27, '30 Phil., Lippincott \$2

A romance laid in the feverish and dangerous days of the Hungarian Red Terror.

Verrill, Dorothy

Aircraft book for boys. 328p. il., maps, diagrs. D (Harper's practical b'k ser.) c. N. Y., Harper \$2.50

The history, development, uses and principles of aircraft, with directions for making models and flying, stories of great aviators, and many pictures and diagrams.

Vogt, Paul Leroy

Church cooperation in community life; rev. ed. 174p. D [c.'21, '30] N. Y., Abingdon \$1

Wadsley, Olive

Yesterday's tomorrow. 288p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Wallace, Edgar

Gunman's bluff. 290p. D (Copyright fiction) [c.'28, '29] N. Y., Burt 75 c.

The Twister. 259p. D (Copyright fiction) [c.'28, '29] N. Y., Burt 75 c.

Wallis, Wilson Dallam, and Willey, Malcolm M., comps.

Readings in sociology. 689p. (bibls.) O '30 N. Y., Knopf \$3.50

Washburn, Roger D.

Principles of real estate practice. 625p. il. O '30 N. Y., McGraw-Hill \$5

Weaver, Frederic N.

Applied mechanics. 332p. il. O '30 N. Y., Ronald Press \$3.25

Webel, A.

A German-English technical and scientific dictionary. 899p. Q '30 N. Y., Dutton \$10.50

Webster, Henry Kitchell

The sealed trunk. 318p. D (Copyright fiction) [c.'28, '29] [N. Y., Burt] 75 c.

Wells, Herbert George

The autocracy of Mr. Parham; his remarkable adventures in this changing world; il. by David Low. 328p. D '30, '29, '30 Garden City, N. Y., Doubleday, Doran \$1
 A novel in which the author describes the future,

the next big war and the meeting of the English aristocracy with big business.

West (Levon); introd. by Malcolm C. Salaman. 21p. il. obl. O. (Modern masters of etching, no. 24) '30 N. Y., Rudge bds. \$2.25

Wier, Albert E.

What do you know about music? 261p. (6p. bibl.) front. (por.) O c. N. Y., Appleton \$3

More than five thousand questions with answers on every phase of music for professional musicians and music lovers.

Williams, Edward Huntington

Animal autobiographies. 123p. '30 Balt., Williams & Wilkins \$1

Williams, Francis Edgar

Orokaiva society. 378p. (bibl. footnotes) il., map, diagrs. O '30 [N. Y.] Oxford \$8.50

An ethnographic account of a native people of Papua, with emphasis on their ritual and religious belief.

Williams, Jesse F., and Oberteuffer, Delbert

Industrial hygiene for schools. 280p. il. D (McGraw-Hill vocational texts) '30 N. Y., McGraw-Hill \$2

Williams, Samuel Cole, ed.

Adair's History of the American Indians [lim. ed.]. 556p. il., maps O '30 Johnson City, Tenn., Watauga Press \$6

Wimberly, Charles Franklin, D.D.

Modern apostles of faith. 172p. D c. Nashville, Tenn., Cokesbury Press \$1.25

Brief biographical sketches of men and women who have made an impression upon religious history in America.

Wing, Francis Marion

Yesterdays; il. by the author. no p. O [c.'30] Chic., Reilly & Lee bds. \$1.25

Cartoons and text which depict the life and customs of the "eighties."

Wodehouse, Pelham Grenville

Fish preferred; a novel. 326p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Wynne, Pamela, pseud. [Mrs. Winifred Mary Watson Scott]

A little flat in the Temple. 317p. D c. Garden City, N. Y., Doubleday, Doran \$1
 How Shirley Mortimer plotted to win the man she loved.

Yates, Robert L.

When I was a harvester. 174p. il. D c. N. Y., Macmillan \$1.75

The author's experiences when he spent a summer as a member of a wheat-harvesting gang in the Canadian Northwest.

Young, Ella

To the little princess; an epistle [lim. ed.]. 31 p. O c. San Francisco, Johnck & Seeger, 447 Sansome St. bds. \$6

Poetry by an Irish poetess whose work is famous in Ireland but little known in America.

Tolman, E. C., and Honzik, C. H.

"Insight" in rats. 16p. (bibl.) diagrs. O (Univ. of Cal. pub'ns in psych., v. 4, no. 14) '30 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Vesper chimes [music]

294p. O c. Phil. [Presby. B'd of Christian Educ.] 65 c.

Watson, William E.

Compound interest and annuity loan and valuation tables for the use of building societies, brokers and others requiring to buy, sell or value mortgages, bonds, debentures and annuities; 2nd ed. 169p. O '30 Milwaukee, Caspar, Krueger, Dory Co. lea. \$15

Will, George F.

Corn for the Northwest. 160p. il. D '30 St. Paul, Minn., Webb B'k. Pub. Co. pap. \$1

Title Index to The Weekly Record

Does not include the material listed in smaller type

- Adair's History of the American Indians. Williams, S. C. \$6 *Watauga Press*
 Aid for churchmen, An. Spoer, H. H. \$1.25 *Morehouse Pub. Co.*
 Aircraft book for boys. Verrill, D. \$2.50 *Harper*
 American history, b'ks 1 and 2. Perry, A. C. 96c. ea. *Amer. B'k.*
 American industry and commerce. Durand, E. D. \$4 *Ginn*
 Animal autobiographies. Williams, E. H. \$1 *Williams & Wilkins*
 Applied mechanics. Weaver, F. N. \$3.25 *Ronald Press*
 Autobiography of a chameleon, The. Breau, D. \$5 *Potomac Press*
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 To the little princess. Young, E. \$6
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 E. \$3 *Appleton*
 What'll we do next? Longstreth, E. \$1.25
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 When I was a harvester. Yates, R. L. \$1.75
Macmillan
 Witch's Maiden. Tyrell, M. L. \$2 *Harper*
 With the Jewish child in home and synagogue.
 Levinger, E. \$1.25 *Bloch Pub. Co.*
 Woman in the shadow, The. Vance, L. J.
 \$2 *Lippincott*

Woman who couldn't die, The. Stringer, A. 75 c. *Burt*
 World's aeroplanes and airships, The. Jackson, G. G. \$2.50 *Lippincott*
 Years of grace. Barnes, M. A. \$2.50 *Houghton*

Yesterdays. Wing, F. M. \$1.25 *Reilly & Lee*
 Yesterday's tomorrow. Wadsley, O. 75 c. *Burt*
 Young and secret, The. Rosman, A. G. \$2 *Minton, Balch*

Old and Rare Books

Frederick M. Hopkins

IMPORTANT sales of valuable books continue to follow one another at close intervals in London and the end of the season is not yet in sight. American collectors and rare booktrade are well represented and good prices prevail. Many of the rarest and most valuable items sold at auction will come to America at the end of the season. Not only are American dealers buying heavily at auction, it is reported that they are buying many collections, large and small, at private sale. On June 30 and July 1 and 2, valuable printed books, illuminated and other manuscripts, autograph letters and documents; selections from the consignments of many owners, will be dispersed at public sale by Sotheby's. The rarer items include presentation copies of the works of Charles Dickens and John Keats; a fine copy of "Jane Eyre," 1847; good copies of the first editions of "Tom Jones," "Tristram Shandy," and the "Vicar of Wakefield;" fine letters of Dickens, Shelley, Thackeray, Coleridge, and many other famous authors; and many interesting lots of Americana, including one of the very few surviving copies of Robert E. Lee's Farewell Order to the Army of Northern Virginia bearing his signature.

RARE Americana, comprising books, pamphlets, autographs and other historical material, the property of several owners, will be sold at public auction by Charles F. Heartman, at Metuchen, N. J., July 2. The 354 lots include rarities of the Colonial period, the Revolutionary

War, early years of the Republic, material relating to the early west and California, the North American Indians, Lincolniana, and a great variety of other interesting material.

STAN V. HENKELS, of Philadelphia, will sell on June 30 a choice collection of modern first editions and fore-edge paintings for the account of R. W. Thorne, with additions, containing a long run of first editions of Rudyard Kipling, John Masefield, Lord Dunsany, Charles Dickens, and other noted authors. Many of the first editions are rare and a few are of association interest.

CATALOG No. 198, just issued by Goodspeed's Book Shop, of Boston, is of unusual timely interest. It contains 657 lots, comprising books, pamphlets, broadsides, of three centuries, 1630 to 1930, under the general title "Boston and New England," including chronicles, records and histories of the Colony, Province and State of Massachusetts-Bay, early Boston imprints, Indian Wars of New England, works of the Mathers, battles of Concord, Lexington and Bunker Hill, etc. There are many books that are very rare and valuable, for instance here are Hubbard's "Narratives of the Troubles with the Indians of New England," Boston, 1677, \$2,500; Increase Mather's "Brief History of the War with the Indians in New England," etc., London, 1676, \$350; and Penhallow's "The History of the Wars of New-England, With the Eastern

Indians," etc., Boston, 1726, \$650, and other items of similar rarity and value, but the majority are interesting volumes of historical value moderately priced. The catalog is well worth preservation by librarians, dealers and collectors as a work of reference on the important subject.

ANOTHER extraordinary catalog comes from the famous rare book dealers, Maggs Bros. of London. This time the collection contains 290 items on the subject of "The Art of Writing, 2800 B. C. to 1930 A. D." illustrated in a general collection of original documents written on vellum, paper, papyrus, silk, linen, bamboo, or inscribed on clay, marble, Steatite, jasper, haematite, matrix of emerald and chalcedony, exhibiting forty styles of scripts in the language of Europe, Asia and Africa. The handsomely printed volume is $7\frac{1}{2}$ by $10\frac{3}{4}$ inches, contains 514 pages, 230 full page illustrations and many more of smaller size. There is an index of materials on which the manuscripts are written, an index of languages, and an index of authors and titles. The catalog makes an invaluable work of reference on the topic of which it treats. A great deal of this manuscript material is unique and all of the greatest rarity, and most of the items are valuable. The collection should be preserved unbroken.

THIS is an age of Special collections. The science of the atmosphere or the weather is represented in all large general and scientific libraries, but to a comparatively slight extent in most of them, or in the usual public libraries of our cities. The library of the United States Weather Bureau in Washington is the largest meteorological library in the world. There are similar libraries of minor rank, for instance there is a good working library in the Blue Hill Observatory, near Boston, and there are others at Toronto, Havana, Rio de Janeiro, Buenos Ayres and Tacubaya, Mexico, but none of these approaches in magnitude the great collection in Washington, which contains upward of 48,000 volumes. This library includes general reference books, and other related subjects, works on seismology, but with very few exceptions every book has some meteorological excuse. About one-third of

the books are bound volumes of scientific journals and many deal entirely with meteorology, and include publications in English, French, German, Italian, Magyar, Spanish, Dutch, Russian, Ukrainian, Japanese and other tongues. All the rest are in the library because they contain numerous articles of meteorological interest. One large section contains more than 10,000 volumes embodying the descriptive and statistical literature of climate. There are 35,000 places on the globe where weather observations are taken daily. The results of these observations eventually get into print. All of these papers are gathered with the greatest care and are cataloged under subject and author, soon after they are received. Foreign visitors who have examined this great special library are amazed at the enormous mass of material quickly available to the student of meteorology.

SAMUEL ELIOT MORISON'S "Builders of the Bay Colony" published in an extra-illustrated limited first edition, an unusually handsome volume, by Houghton Mifflin Company, is well worth the attention of the collector. "New England was founded consciously," writes Professor Morison, "and in no fit of absence of mind. Commercial enterprise made the first attempt at settlement. Puritanism overlaid these feeble beginnings by a proud self-governing commonwealth, dedicated to the glory of God and the happiness of a peculiar people. . . . Sea-dogs turned from fighting to looting, and from looting to prayer, with no thought of inconsistency. Merchants turned soldiers of necessity, and praised God daily. Puritan parsons organized the fishing industry and blessed the sword that cut down the heathen in his pride." Professor Morison has saturated himself so completely in this remote period, has studied so sympathetically these alien modes of life and thought, that he has been able, perhaps for the first time, to make the Puritan a vital figure to Americans of today.

THE catalogs of McLeish & Sons, 17 Houghton St., Aldwich, London, deserve the careful attention of collectors of early English rarities. Catalog No. 54,

just received contains 878 lots: 1 to 143 of the 15th and 16th centuries; 144 to 674, English books of the 16th, 17th and 18th centuries; and 675 to 878, interesting works on various subjects, including first editions of the 19th and 20 centuries. The discriminating collector will find enough here to make it interesting, but there are many desirable books of moderate value priced fairly low of especial interest to booklovers who care little for rarity but a great deal for desirable editions, well edited and printed, for the library of a student and general reader.

CHARLES F. HEARTMAN, of Metuchen, N. J., has printed 28 copies of the "Short Narrative of James Kimball, Eleven Years a Captive Among the Snake Indians," a reprint of an article discovered in the *Cleveland Weekly Plain Dealer*, of January 30, 1861. Kimball and his wife, members of a party of emigrants to Oregon in 1848, were among the fourteen survivors of the company of sixty-four which started from Syracuse, N. Y. They lived with the Snake Indians eleven years before making their escape. The narrative is simply and briefly told by a reporter but in the limited first edition makes an interesting item for collectors of Indian captivities.

THE Oxford University Press has just published G. F. Lahey's biography of Gerard Manley Hopkins, and in its announcement says: "One of the most remarkable literary events of the last twenty years has been the emergence of Gerard Hopkins's poetry from comparative obscurity to the full light of renown and understanding." A new edition of Hopkins's poems is now in preparation and will be ready in the autumn. In addition to the poems originally issued there will be seventeen other pieces now printed together for the first time. There will be a limited edition, probably 250 copies, specially printed, for which a higher price will be charged.

AN outline of the history of the Theatre from 1755 to the present time is embraced in the Grieshaber collection of theatrical material just presented to Yale University by Carl F. Grieshaber of this city. The collection is regarded as a valu-

able one. It is composed of several smaller ones supplemented by many purchases at home and abroad from booksellers and at public auction. The collection of English and American playbills is very extensive.

AN interesting newspaper story of the rare book interest in the city of Rochester was recently printed by the *Democrat Chronicle*, an excellent account of the work of D. K. Medcalf, head of Scrantom's rare book department, through whose hands so many rare editions have passed to Rochester collectors. The story occupied nearly a full page of the paper. Mr. Medcalf's grandfather, D. M. Dewey, was one of the founders of the D. M. Dewey Book and Art Shop out of which Scrantom's developed. Mr. Medcalf has found it of special interest to search for and place with collectors books of local interest like the rare issue of "Mary Jemison." A famous find was the copy of "Maggie," by Stephen Crane, a copy of the first edition with an autographed presentation inscription which brought \$3700.

Auction Calendar

Wednesday morning, July 2, at 11 o'clock. Rare Americana, books, pamphlets and important autographs, including many important and valuable items. No. 217; Items 354.) Charles F. Heartman, 612 Middlesex Avenue, Metuchen, N. J.

Catalogs Received

Americana. (No. 68; Items 822.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.
Americana, early drama, many fine colored plate books, Cruikshankiana, modern first editions, American and English authors, etc. (No. 1; Items 558.) The Galleries, Inc., 529 Royal St., New Orleans, La.
Asia-Australia, voyages in the Pacific, cartography, etc. No. 58; Items 1040.) Otto Lange, Via Ser-ragli 132, Florence, Italy.
Autographs. (No. 200; Items 750.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.
Beautiful Cosway bindings in the finest levant morocco, richly tooled after original designs, with miniatures on ivory by Miss Currie, the famous copyist. (No. 819.) Henry Sotheran, Ltd., 43, Piccadilly, W. 1, London, England.
Books, rare and interesting. (No. 1; Items 482.) Crist Book Shop, 381 Wabash St., St. Paul, Minn.
Modern and Nineteenth Century authors. (No. 4; Items 155.) Gilbert Jamieson, Queen Ave., 10 Dale St., Liverpool, England.
Books on history. (Items 10116.) R. Ridgill Trout, 118 Euston Road, London, N. W. 1, England.
Boston and New England Chronicles, records and histories of the Colony, Province and State of the Massachusetts Bay, early Boston imprints, etc. (No. 198; Items 657.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.
Choice books in superb contemporary morocco bindings from the libraries of Catherine de Medicis, Henry II and Diane de Poitiers, Marguerite de Valois, Marie de Medicis, Marie Antoinette, Louis XVI and XVIII, etc. (No. 16; Items 78.) G. Michelmores & Co., 5, Royal Opera Arcade, Pall Mall, London, S.W. 1, England.

The Weekly Book Exchange

How to use "Books Wanted" and "For Sale"

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Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a

separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

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W. ABBATT, TARRYTOWN, N. Y.
Insurance News. July, 1894.

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Bullock. Short Ballot.
Clark. Fraternity and the College.
Dähnhardt. Natursagen. V. 1 only.
Democratic National Committee. Democratic Campaign Book. 1924.
Gaine. Journals. Ed. by P. L. Ford.
Leigh. Ten Years on a Georgia Plantation. 1883.
Lewis. Beginnings of English Literature.
MacCurdy. Psychology of War.
Orsi. Cavour and the Making of Modern Italy.
Solenberger. One Thousand Homeless Men.

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Joyce. Ulysses.

AMERICAN TRACT SOC., 7 W. 45TH ST., N. Y.
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Rev. Samuel Wakeman. New England Cong'l Minister.
Rev. Peter Prudden of Milford, Conn.
Rev. Nathaniel Hunting of Easthampton, L. I.
Rev. Francis Higginson.
Anything by or on all of them.

ARGOSY BK. STORES, 45 FOURTH AVE., N. Y.
The Lost Child. F. B. Plimpton. Cleveland. 1852.

ARGUS BK. SHOP, 333 S. DEARBORN ST., CHICAGO
E. E. Cummings. Tulips and Chimneys.
Lothrop Annual. Boston. 1889.

ART STUDIO BOOKS, 15 W. 44TH ST., N. Y.
Civil War Material.
Brantome in French. Illus.
Ideal Marriage. H. Van de Velde, M.D.
Netherlands. Trans. by Stella Brown. Pub. Heineman Lt. Lon.

J. BAER & CO., HOCHSTR. 6, FRANKFURT A.M., GER.
Lane & Browne. A.L.A. Portrait Index to Portr. Contained in Print books and periodicals. 1906.

Kettleborough. State Constitutions and Federal Constitution and Organic Laws of Territories of United States. 1918.

J. BAER & Co.—Continued

American Journal of Internat. Law. Vol. 18. 1924. Even without no. 3.
Bulletin of American Instrument Comp. Nos. 905 and 910.
Hyatt & Smith. Triassic Cephalopod Genera of America. Geolog. Survey, profess. paper no. 40. 1905.
Smith. Middle Triassic marine river-hbr. Faunas of N. America. Geol. Survey, profess. paper no. 83. 1924.

WM. BALLANTYNE, 1421 F, N.W., WASH., D. C.
Corti. Leopold I of Belgium.
Casserly. The Elephant God.

BARGAIN BK. STORE, 406 15TH, DENVER, COLO.
Bigelow. Retrospection of an Active Life. 5 vols.
Nicolay, Helen. Our Capital on the Potomac.
Evarts, W. M. Arguments and Speeches. 3 vols.
Cortissoz. Life of Whitelaw Reid.
Chestnut. Diary from Dixie. Any ed.
Hartley. Adventures in the Arts.
Annals of the 4 Masters. A 7 vol. set
The Nemesis of Nations.
Renan. The Terrible Meek.
Bowler. Among the Indians.

BARNES & NOBLE, 76 5TH AVE., NEW YORK
Bailey. Vol. 1 of Standard Cyclopaedia of Horticulture. 3 vol. ed. Mac.
Wild Flowers of New York. Part 1. 1923. Univ. State N. Y., Albany.
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Forthcoming Issues

☘ ☘ ☘ Katharine Lord, whose summer bookshop on Nantucket is so well known, has described for next week's issue the problems of the summer shop. These problems are much more nearly akin to the problems of all shops than might at first be supposed. (Careful buying is the keynote of this shop's policies.) Dorothea Lawrence Mann has written for this same issue a description of Miss Lord's shop. ☘ ☘ ☘ In the Bookmaking Department Max Mayer continues his discussion on Maps and Their Making, begun in the issue of June 7. ☘ ☘ ☘ The Dollar Book still seems to be the chief topic of interest to the trade. One bookseller has sent in an article called "Is

the Limited Edition the Solution of the Dollar Book Problem?" ☘ ☘ ☘

The Publishers' Weekly The American Booktrade Journal

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